

NATIONAL
REAL ESTATE
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JOURNAL

SECOND ANNUAL MERCHANDISING ISSUE



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AUGUST

1955



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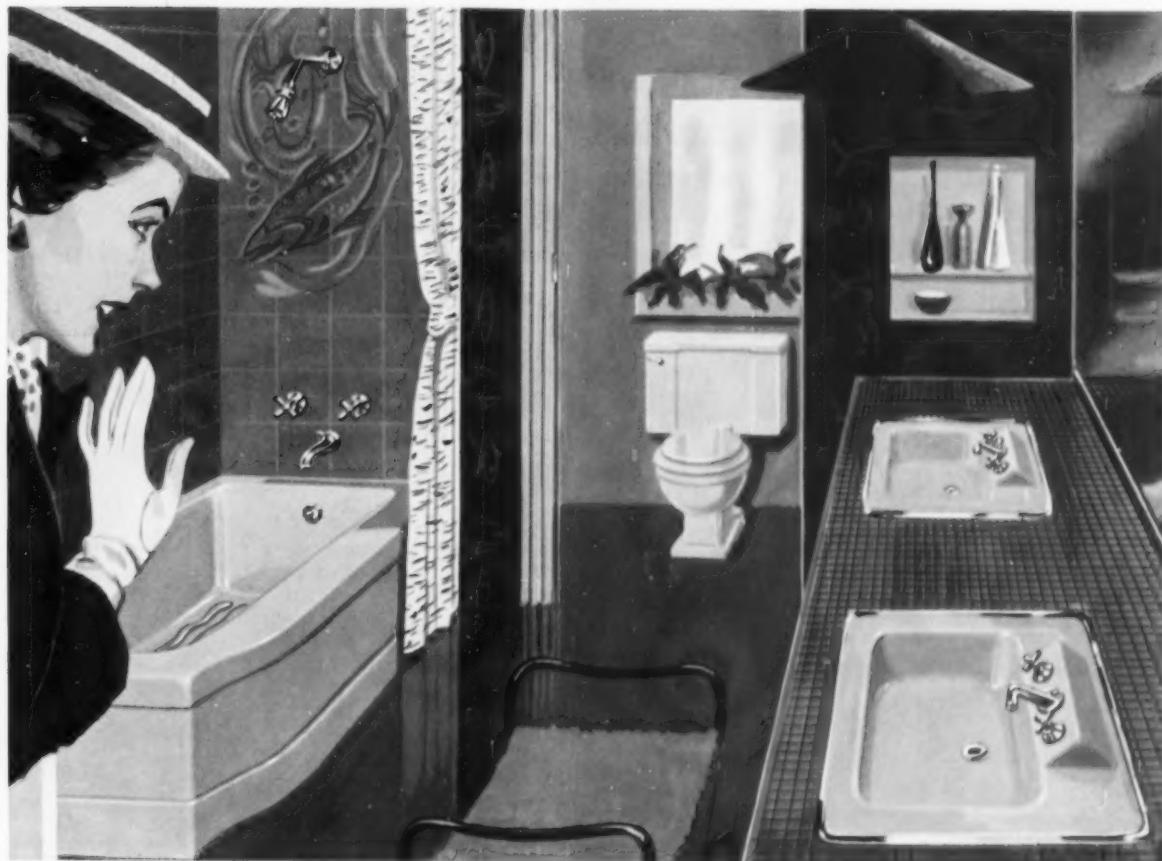
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Shown here: B300 Marquette Tub, B6420 Prince Closet, Twin B3500HS Lowell Lavatories

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THE MAGAZINE OF HOME MERCHANTISING

VOLUME FIFTY SIX • NUMBER EIGHT • AUGUST • NINETEEN FIFTY FIVE



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PREVIEW OF COMING ISSUES

Let us know what you think of the sales training series. What additional subjects would you like to have it cover? In the next few issues will be tips from a prominent industrialist on selecting industrial sites, a report on the St. Lawrence seaway project, a Louisville Realtor's success with rehabilitation, an Evansville Realtor's sales contests, ideas for shopping center promotion, an article by an experienced advertising man on ways to improve your results from real estate advertising — a fresh approach. More "how to" articles are coming as a result of continued editorial forays into the field. There will be more case studies of successful promotions.

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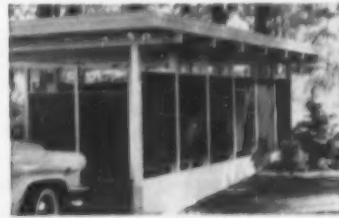
Introduced only last year, Texture One-Eleven has already stirred the imagination of countless architects and builders. Here are a few of the ways it's being used—for accent or feature... outdoors or in... for residential or commercial buildings.



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THE JOURNAL REPORTS

Basically stable economy underlies high rate of construction.

. . Construction expected to erase 1954 record, reach nearly \$42 billion. . . June housing starts highest for month since 1951, but adjusted annual rate stays near 1.3 million mark.

A strange phenomenon is taking place almost unnoticed these days — the stabilization of the dollar. Since the beginning of 1952 the federal cost of living index has varied only about 2%. This fact is of particular importance to the real estate industry as it depends upon sound money policies for its vigor. Two major factors are responsible for this stability: record levels of personal savings and unsurpassed production. All signs point to continued strength in these economic yardsticks.

New construction is expected to reach \$41.8 billion in 1955, 11% above last year's record of \$37.6 billion, says the Departments of Commerce and Labor in their revised joint estimates. Private expenditures are expected to increase by 14% to \$29.5 billion and public outlays by 4% to \$12.3 billion. The outlook for continued high levels assumes business in general and consumers' disposable income will be maintained throughout 1955 at peak levels.

Annual wage negotiations between the Building Trades Unions and employers are showing an almost universal pattern of increases, says E. H. Boeckh in his "Building Costs" reports. This has resulted in house price increases of from \$300 to \$400 a house in the medium price range in some areas. Builders are offsetting the higher costs with harder selling, more features.

1954 saw a continued decrease in new rental construction. FHA reports that in 1954 it insured 283 mortgages last year, totaling \$234 million, on multi-family housing projects with 28,257 living units. This compares with 154,000 units insured in 1950, 66,000 in 1951, 30,000 in 1952, and 23,000 in 1953. FHA points out that home ownership increased during the same period.

Vacancy ratio in FHA-insured rental housing is 4.4% as of March 31, 1955. This is the preliminary result of the sixth annual occupancy survey by FHA. Of the 517,000 units, less than 23,000 are reported as vacant. These projects are located in all states, districts and territories. For the same date in 1954 the ratio was 3.5%; in 1953 it was 2.8%. The ratio is still not as great as the 7.2% reported in 1950 or the 5.8% in 1951, and is not necessarily an indication of a national vacancy ratio for all rental housing.

More than 1,700 home mortgages have been placed with private lenders by the Voluntary Home Mortgage Credit Program (February

JOURNAL, page 35) in its first few months of operation. The system was established by the 1954 housing act to meet mortgage needs in remote areas and for minority housing in any area. HHFA Administrator Albert Cole, as chairman of VHMCP, reports that 1,146 of the 1,718 loan placements through June 15 resulted from commitments by participating lenders during the first two weeks of June. Even sharper acceleration is expected as thousands of applications now in process reach the commitment stage. Heaviest volume is from the South and Midwest.

Secretary of Commerce Weeks says the Census Bureau survey of the second quarter of 1955 shows a vacancy percentage in all housing units of 2.2%. "This should dispel recent apprehensions about overbuilding," he says. In April 1950 the vacancy rate was 1.6% when the nation was facing a serious housing shortage.

HOUSING STARTS — PUBLIC AND PRIVATE

(Underlined figures indicate record for that period)

	1950	1951	1952	1953	1954	1955
Jan.	78.7	85.9	64.9	72.1	66.4	88.0
Feb.	82.9	80.6	77.7	79.2	75.2	90.0
Mar.	<u>117.3</u>	93.8	103.9	105.8	95.2	117.0
Apr.	<u>133.4</u>	96.2	106.2	111.4	107.7	127.0
May	<u>149.1</u>	101.0	109.6	108.3	108.5	132.0
June	<u>144.3</u>	132.5	103.5	104.6	116.5	129.0
July	144.4	90.5	102.6	96.7	116.0	—
Aug.	141.9	89.1	99.1	93.2	114.3	—
Sept.	120.6	96.4	100.8	95.1	115.7	—
Oct.	102.5	90.0	101.1	90.1	110.7	—
Nov.	87.3	74.5	86.1	81.5	103.6	—
Dec.	<u>93.6</u>	60.8	71.5	65.8	90.6	—
Yearly	"Totals" . . . 1,396					
First 6 Months	706	590	566	593	569	683
Seasonally adjusted annual rate (private only), first 6 months of 1955:						
January	1,424,000					
February	1,381,000					
March	1,407,000					
April	1,419,000					
May	1,306,000					
June	1,320,000					

Although the estimated 129,000 housing starts in June marked a slight decline from May starts, the figure is the highest for June since 1951, and 11% higher than June, 1954. In terms of expenditures, residential construction in June ran 6% ahead of May and 7% ahead of June, 1954. One-family housing starts for the first quarter were up 28% over the first quarter of last year, and two-family housing starts were up 16%. Apartment building was down 10% over the same period.



Based on 50° cold water, the Sanimaster, when installed as a single-temperature unit, can deliver in one peak hour 263 gallons of mixed, general-purpose 140° hot water. Unit requires less than 1 sq. yd. One man installation.

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American Kitchens



No Pioneer Had This! B-1

This is the Pioneer kitchen recently introduced by American Kitchens. All metal is either copperplated or coppertoned, including cabinet interiors. Doors are birch. Featured here are the stack-on oven and range top, which come in gas or electric; the Roto-Tray automatic dishwasher, with a three-way vertical adjustment on the top revolving tray to accommodate extra-tall glasses, and the new coppertone porcelain enamel sink.



Frigidaire

The Kitchen of Tomorrow . . . Today B-2

Included in this kitchen are features, efficiency and convenience which, until now, had been planned for the kitchen of tomorrow, says Frigidaire, its manufacturer. It includes a built-in refrigerator-food freezer, dishwasher and stainless steel sink. Note that the electric range cooking units fold back when not in use. The wall oven is equipped with "French type" doors. Beyond the kitchen is the laundry room with automatic washer and dryer, a sewing center and a swivel TV set. The sliding glass windows in the kitchen and sewing room overlook a patio.

Fold-Away Burner — Space Saver B-3

Produced by Dixie Products Inc., of Cleveland, Tennessee is this new Fold-Away burner. When not in use the burners fold against the kitchen wall.

When the pot is ready for the fire, the burners are eased down on hinges from self-contained wall units onto the counter, they are in position and burning with a turn of the knob. When closed, the burner automatically shuts off. A top surface light turns on automatically as the unit is lowered into cooking position.

Wall space between counter and cabinets provides housing for the Fold-Away units. This idea saves counter space and drawer space, adds safety, convenience and compactness to the modern kitchen.

The units are available in groups of two. A built-in oven-broiler is available with the Fold-Away to complete the cooking ensemble.

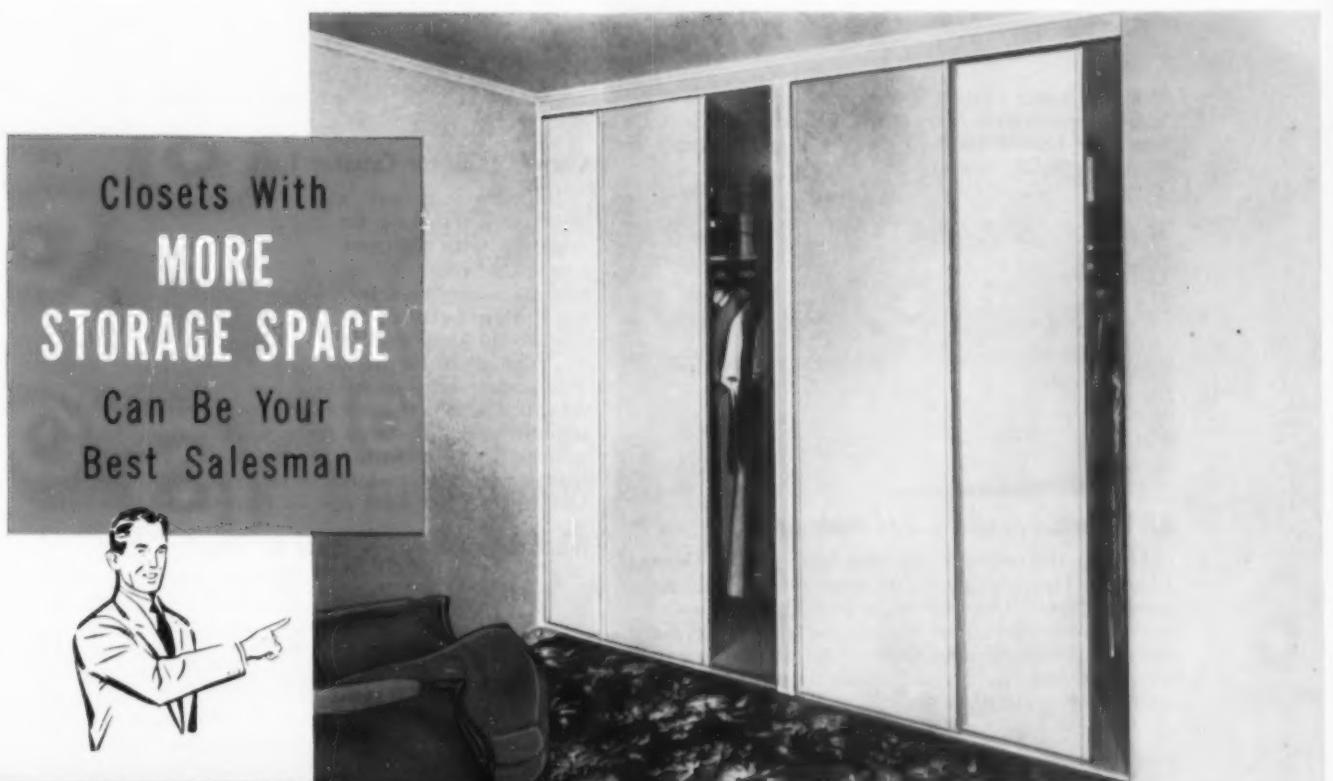


Dixie Products

Stumped for Washer Space? B-4

Two new home laundry appliances are announced by the Westinghouse Electric Appliance Division — the Laundromat-25, a fully automatic family-sized washer with only a 25-inch width; and a new budget-priced clothes dryer, model AD-1. The Laundromat-25 has an eight pound wash capacity. It has a flexible control dial that enables the housewife to repeat or eliminate any part of the washing cycle and also to select hot





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Houses with the extra storage space features of Glide-All Sliding Doors sell faster. Glide-All Sliding Doors are the perfect means of getting more useful and accessible storage room from the same overall area that conventional closets require. They make floor-to-ceiling, wall-to-wall expansive wardrobes possible in small rooms, full height hallway storage space and entrance way guest closets even in confined quarters. Glide-All Doors offer other advantages too. They eliminate costly framing and plastering construction. Installation time is short and requires no special skill. Out of square jambs, ceilings or floors are compensated by simple adjustment features built into each panel.

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Glide-All Doors are available in Jr. sizes too in heights from 16" to 36" in widths of 18½" to 36". They are ideal for converting waste areas into handy small storage space.

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Floor-to-ceiling Glide-All Doors in the Seaview Motel, Manhattan Beach, Calif. Builder, Frank E. Bivens, Jr.; Architects, Kriegman & Leizer, Los Angeles.

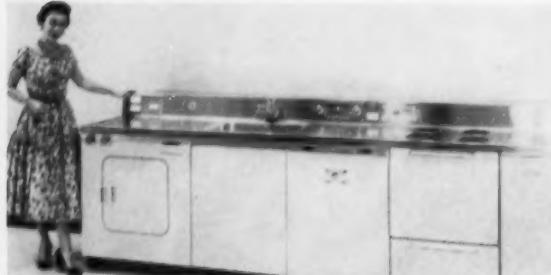


The Midwestern House
Architect: Norman Nagle, A.I.A., Minneapolis
Builder: Town Development Corp., Chicago
Glide-All Sliding Doors were selected for this prize Hotpoint Living Conditioned Home for 1955.



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EL MONTE, Calif., 801 West Valley Boulevard
LAUREL, Miss., P.O. Box 673
NEW YORK, Glen Cove Rd., Mineola, N.Y.
SAN FRANCISCO, 1970 Carroll Ave.

or warm water as may be required. For homes where limited space does not permit a permanent installation, the Laundromat-25 can be made portable by use of a special caster kit.



All Electric . . . and in One Package

Here is the new electric kitchen center by General Electric. This complete unit contains a combination washer-dryer, Disposall-equipped sink, dishwasher and counter top range. Notice the plug-in center at the left for small appliances. The unit also has an automatic timing device for the cooking unit. The countertop is stainless steel.



U-Shaped Step Saver

Here is a compact kitchen featuring the built-in freezer and refrigerator by Revco. In this kitchen the space saving over-under model was used. Note abundant cabinet and storage space and the large counter top area around the sink. Range, placed within arm's length of refrigerator unit, is by Chambers.

Bathroom Cabinet, Junior Size

For smaller homes and apartments, Miami-Carey has introduced the Duette Jr. sliding door bathroom cabinet. Although smaller in size and lower in price, it retains many features of the larger models — twin sliding mirror doors, large compartment, stainless steel cabinet frame and finish of silver grey baked-on enamel.

Two models are available — one with fluorescent tubular light, curved translucent shade, electrical outlet, plug and switch; another without the light, shade, outlet and switch. It has adjustable glass shelves, tooth brush



holders, and used razor blade slots and polystyrene door pulls.

Custom Look for Counter Tops

Builders can get a custom-built look on counters with the new Curvavtop counter top and backsplash surfacing manufactured by Consoweld Corporation, of Wisconsin Rapids, Wisconsin.

This exclusive preformed plastic surfacing unit features a smooth, graceful curve from work surface to backsplash. Ready to install on the job in kitchens and bathrooms, it is available in one size, eight feet long and 25½ inches wide and in 10 colors and patterns.



What'll You Have — Steel or Glass?



New sliding doors of steel are available in addition to glass doors on seven of Kelvinator's sloping-front "pantryette" kitchen wall cabinets. The cabinets that may be equipped with the steel doors include

six models 30 inches high, in widths from 24 to 66 inches and one 18 by 36 inch cabinet.

The new doors give the prospect a choice of steel as well as glass in the distinctively-styled "pantryettes," plus the opportunity to apply color as desired.

A Compatible Pair

Plastic Products Company, Ozone, New York, has created these matching laminated plastic bathroom vanities and medicine cabinets. Available in a large assortment of colors, designs and sizes they are especially geared to meet today's public demands, the manufacturers say. The countertop, finished with life-time laminated plastic resists alcohol, acids, alkalies, boiling water and abrasions. An added convenience is the built-in storage drawer that can be used for personal items. Other features are the swing away-seat and a built in hamper.



Cabinets for Problem Spots

Builders may give kitchens a "custom-look" styling by use of the Pic-A-Dor steel cabinets manufactured by Tracy Kitchens of Pittsburgh. The Pic-A-Dor is available without doors, but fitted with grooves and runners for custom-cut sliding doors from a variety of ¼-inch thick materials, including plywood, textured pressed woods, Masonite and Formica. Use of the gliding doors on all cabinets permits flexibility in



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to assembled cabinet unit

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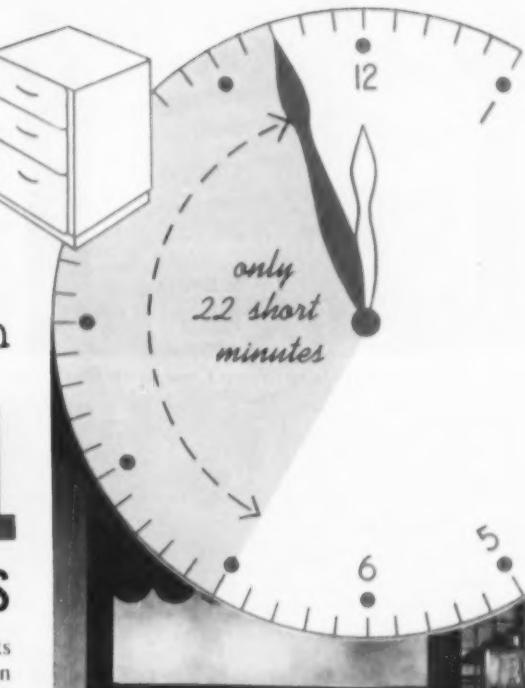
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REYNOLDS ALUMINUM

kitchen cabinets, according to Tracy. By saving on the swingout space of conventional doors, the Pic-A-Dor can be fitted into problem spots in the kitchen: on walls by doors or refrigerators, above ranges, by work centers, next to dining areas or tables.

Vinyl Surface for "Prestige" Doors

8-12

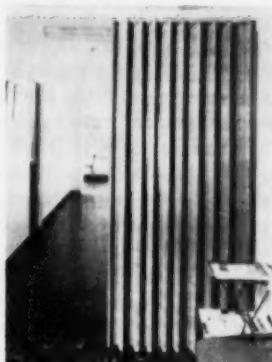
A vinyl-clad flush door is now available from the Kawneer Company in seven colors for those seeking decorative doors as well as functional ones. The vinyl surface comes in colonial finishes or in a linen texture.

The vinyl is laminated to an aluminum backing sheet and is extremely abrasion and mar resistant. The laminate is impervious to liquids and is easily cleaned with soap and water, the manufacturer says. The vinyl-clad door is designed for schools, hospitals, offices and other installations where a practical "prestige" door is required.



Compact and Colorful

8-13



A new color idea in folding doors was recently introduced by the American Bamboo Corp., Jamaica, New York. The product, Shadowtone Bamboo-fold, is an accordion type, outer core bamboo folding door which is available in the new Shadowtone — a texture process which produces patterned color tones on highly polished imported bamboo. Fold-

ing to less than 10% of its extended width, the door offers a number of space-saving, decorative and functional ideas. It comes completely assembled and can be installed in five minutes. The doors can be cleaned with a damp cloth or vacuum cleaner and are said to be mildew and warp-proof.

Sliding Closet Door

8-14

ESCO sliding closet door track is a one-piece aluminum extrusion, rather than a formed section. With this design change, the manufacturer says, ESCO track can be furnished in lengths up to 16 feet. Another new feature is the redesigned track lock. Once the hanger is in place it cannot be removed without removing the track itself, thereby permanently locking the front door in place. Two small adjustable locks prevent rear doors from jumping track.

(Please turn to page 45)



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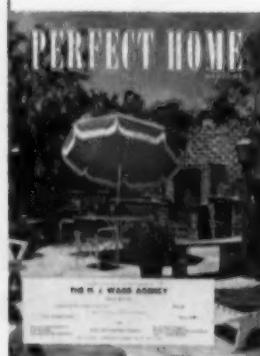
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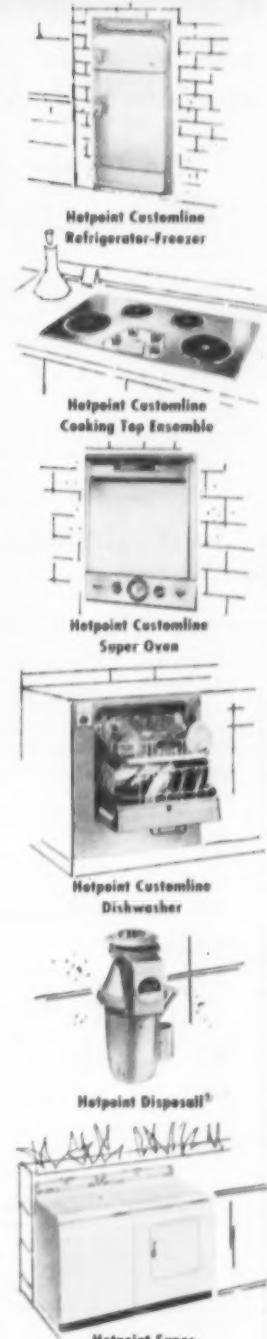
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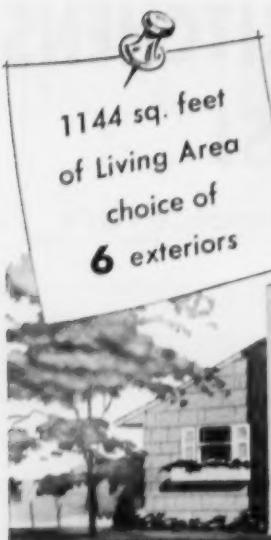
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The Intangible Behind Merchandising • • • • •

THIS is the merchandising issue of the JOURNAL. On the following pages you will find a variety of ideas and methods for selling our most tangible asset — real estate. It's strange but true that the most valuable aid to selling that tangible is an intangible. Sometimes we are prone to forget this intangible, as we found on a visit to a northern city recently.

We'll call the man in this true example John Jones, for want of a better name. Mr. Jones is the owner of a real estate company and has been in business less than ten years, but already he controls better than half of the property transactions in his community.

From all outward appearances, the life of Mr. Jones has the makings of an Horatio Alger story. Actually, it doesn't. Far from it.

We had heard questionable murmurings about Mr. Jones and we were curious to find out if they were true. To get the truth, we went to Mr. Jones' own home town and talked with several civic leaders and businessmen. Wherever we mentioned the name of this real estate man there was a wrinkled brow and a look of disgust. Comments about him ranged from a mild accusation that "he is a high-pressure artist who lists too high and sells too low" to a stinging indictment that "he cheated a widow of \$4,000 and will bilk anyone and everyone."

This Mr. Jones, who is fictional in name only, appears to be doing very well. He has a large office staff and pretentious headquarters. Things are going his way, for the time being. But, as we found, the word is getting around about Jones, not only in his own community but around the state as well. So we're not worried about Mr. Jones. His apparent success will be short-lived.

We are worried, however, about Mr. Jones' reflection on the real estate industry. Real estate people in Jones' community are suffering both in business and prestige. A few are being tempted to follow Jones' way of doing business. One young real estate man, who has been in business less than a year, frankly admitted that he was out to sell property as fast as he could, regardless of how he had to do it. He made it clear that ethics had no place in his plans.

This pointed up again to us that persons in the real estate industry have only one thing to sell . . . only one thing of any value: the intangible of reputation. And reputation is made up of a multitude of things — ability to serve, personal interest in our clients and in our community, and the desire to counsel people wisely on the best uses of real estate. Integrity — ethics, of course, is the essential ingredient.

Fortunately, most men and women in the real estate industry are striving for good reputation. So it is unfortunate when a disreputable member of our industry is permitted to heap one disgrace after another on those who are striving to be reputable. It is especially unfortunate that immediate action is not taken to ferret out the evildoers. The case of Mr. Jones is an example. Although every real estate person in Jones' community is fully aware of his malpractices, not one is taking the lead to do something about it. This is a crime in itself.

So in reading the following pages, we think it is necessary to keep in mind that the underlying quality upon which merchandising success is built is reputation. It is not simple to build or maintain. It is easy to destroy. But by continuously striving to build it and helping to safeguard the public against those who seek to tear it down, we will achieve the public respect that is so necessary to long-range merchandising success.

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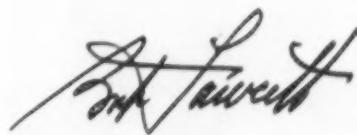
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MERCHANDISING ISSUE

This issue is dedicated to home merchandising. The emphasis is on the two most important areas of a house that help it sell — kitchens and bathrooms. In no other areas of the house has so much progress been made in so short a time. In the past two years these trends are specially notable:

- 1) Built-in appliances are firmly entrenched as sales features in new houses.
- 2) Demand for an extra bath is increasing right along with the demand for larger houses, more bedrooms.
- 3) Use of color, and more important — color coordination, is showing real results in stimulating sales.

On the following pages you will find case studies of real estate companies which are particularly successful in house merchandising — how they work with their client builders, what they are using in kitchens and bathrooms, how they promote sales. Included are opinions of color stylists, decorators, and men experienced in the merchandising of appliances and bathroom fixtures.

These pages are designed to show you the pace in merchandising being set by experts. They will give you ideas which you can apply to your own operation — whether it be large or small. The field examples chosen for this issue have passed the one supreme test — they are used in houses that sell.



Home office is to be expanded to almost double its present size to allow for rapidly increasing sales, mortgage and insurance business. Lomas and Nettleton also manage property. Company employs 125 people, including a full-time sales force of 14 and 10 part-time salesmen.

Making the Most of Your Sales Ability

Selling new or old houses in a normal market takes a unique knowledge and ability that only the seasoned real estate executive has. This New Haven, Connecticut company began selling that knowledge and ability to builders ten years ago. Today, in addition to its real estate brokerage operation, this company is selling 1,000 new homes a year for its 40 client builders. This is a case study of an alliance which benefits the real estate executive, builder and home buyer.

SELLING for builders is big business — just how big will be described in next month's JOURNAL — and the Lomas and Nettleton Company of New Haven, Connecticut has capitalized on this new trend with great success.

The company began selling for builders about ten years ago. Five years ago Lomas and Nettleton was selling for about ten builders, and this year the company is the sales agent for 40 builders and is selling about 1,000 houses for them.

Main office of Lomas and Nettleton in New Haven is dignified, appropriate to the Company's 61 years in business.





Donald E. Nettleton, president.

Albert N. Rohnstedt, vice president.



Like many companies offering this kind of service, Lomas and Nettleton has a well-organized system. For example, only salaried employees work at tract selling, for the Company has found that tract selling is frequently easy. Salesmen working on a straight commission basis in such a situation tend to pass by the "harder" selling — resales, older homes in poor neighborhoods, and so on.

Tract salesmen are given several weeks special

training by the sales manager in the office, with actual experience the basis for study. The number of salesmen assigned to a tract depends on whether the houses are in the low price ranges, or are priced higher and move more slowly. Low-cost projects that sell out quickly can be manned full-time profitably, but small developments of larger, higher-priced homes move more slowly and can't support full-time salesmen at the site.

Joe Bishop, Lomas and Nettleton sales manager, points out why it is profitable for builders to take advantage of the services offered by a qualified sales agent.

"First of all, we have more sales experience.

"It relieves the builder of all sales work and makes it possible for him to apply himself full time to the actual work of building the houses.

"We have buyers that come into our offices through our advertising that we are able to sell development houses to — buyers that the builder would have no way of knowing about.

"Builders are likely to spend enormous amounts of money for advertising material because of their lack of experience in selling and real estate advertising.

"We prepare all the necessary papers, saving the builder money that would be lost by delayed closings. This frequently amounts to a considerable sum, although many builders fail to realize it."

Bishop came with Lomas and Nettleton in 1938, and gained all his background in real estate with the company. The company itself, now headed by Donald E. Nettleton, son of the founder, was started in 1894. It now has, in addition to its main office in New Haven, branches in Bristol, Hartford and Stamford. The main office is being increased to almost double its present size because of the Company's rapidly increasing volume.

Employing 125 people, Lomas and Nettleton has 14 full-time salesmen and ten employed on a part-time basis. Roughly 50% of the company's business comes from mortgage financing. Brokerage, management and insurance share the other half about equally.

Albert N. Rohnstedt, an ex-banker, is vice president and has been with Lomas and Nettleton since 1935.

What Real Estate Companies Can Do For Builders

- 1) Provide sales experience and know-how.
- 2) Plan effective advertising and promotion.
- 3) Help them design and plan salable houses, and select salable features to include in them.
- 4) Arrange financing, and handle all the details of paperwork and closings.
- 5) Make available to them home buyers they would otherwise have no way to contact directly.
- 6) Budget advertising and promotional expendi-
- tures realistically, and save the builder untold dollars of wasted or ineffective advertising.
- 7) Man the development efficiently, with trained salesmen.
- 8) Shoulder the burden of getting the development substantially sold before the builder is committed to extensive construction.
- 9) In other words, help the builder put up salable houses, sell the houses, and let the builder concentrate on building them the quickest and most economical way.

*One Day's Proof of a
Successful Promotion*

5,000 Visitors— 50 Houses Sold

Lomas and Nettleton and a home builder teamed up to sell 165 houses in ten days, with 50 houses sold on opening day. Behind their success is close cooperation, good site selection, salable design, and a whale of a lot of merchandising know-how.

THE bare figures are pretty impressive:

- Fifty houses sold on opening day.
- Five thousand people visited the model homes on opening day.
- Two million dollars' worth of houses sold within ten days, or an average sales volume of \$200,000 per day.
- Of the 165 houses sold in ten days, 104 carried a \$11,500 price tag, 53 were sold for \$13,500, and three were sold for \$10,500.

What lies behind this promotion — certainly one of the most successful promotions of low-cost houses — is a case study of the teamwork of a successful real estate company and a successful builder.

Light-scale furniture makes the living room of this model seem uncrowded, yet adequately furnished. The planter on the small table and the freshly filled flower vase gives a lived-in look.



An attractive feature of the Ridgeland houses is the carport. This three bedroom, \$11,500 model is the biggest seller. The project of 165 houses is to be completed by January, 1956.



Good taste is the rule applied here by Lomas & Nettleton in decorating the demonstration house. Furniture and decoration should be in line with what the home buyers will buy or already own.

It's important in furnishing and equipping built-for-sale houses to meet the demands of the local homesellers. This kitchen is compact and conveniently arranged, has ample space.



These ads ran in the Sunday newspapers, one preceding the grand opening. Emphasis was placed on easy financing arrangements and sales features in both ads, with the second ad pointing out the terrific sales record.



Joseph A. Bishop, sales manager, gained his entire real estate background with Thomas & Nettleton, having started in 1938. An important function of his in the Ridgeland project was advising Linehan on the design of the houses and selecting products, equipment and features that would add to salability.



Originally projected as a development of less than 100 houses, the real estate company — Lomas and Nettleton of New Haven, Connecticut — and the builder — J. F. Linehan, Jr. — produced three demonstration houses that were really salable.

The 160-acre tract was divided into plots 100 feet wide and 180 feet deep, located in high, rolling, heavily wooded country. The land was developed by

You'll be *Proud* to own a

Paunch Home at Ridgeland



Ten thousand copies of this brochure were mailed out, listing

Thomas Laydon, Jr., who provided the street and storm drainage. The number of trees and amount of leveling necessary involved a peculiar problem. To get adequate drainage the ground was sloped toward deep gorges and the roads were curved around them.

Construction and mortgage financing were provided by the Lomas and Nettleton Company, and all but 15 of the homes had VA guaranteed loans. The VA loans required no downpayment, and monthly payments ranged from \$63 on the \$10,500 to \$82 on the \$13,500 house. Payments included principal, interest, taxes and fire insurance.

Two weeks of radio advertising, 10,000 brochures and a carefully planned newspaper campaign were used in promoting the project. The radio ads were found to be unnecessary since the project sold out so rapidly, but it was used anyway in the event some of the original buyers failed to qualify for loans.

The brochures were limited in content to only the most attractive features, the three floor plans and basic financing information.

The restrained contemporary design of the houses was maintained in the interiors. Furnished with an eye to the kind of furnishings buyers could afford or might already own, there was no attempt to dazzle people with elaborate or ultra-modern interiors.

Products, materials and equipment used in the project included:

Luxaire oil-fired furnace, Westinghouse electric water heater, Richmond bathroom fixtures, Hope casement windows, Formica countertops, U. S. Gypsum Sheetrock, Weatherbest prime cedar shake panels, Plasticrete Ramblestone shingles, U. S. Gypsum asphalt shingles for the roofing, oak hardwood flooring, Johns-Manville Flexboard, Super Kemtone rubber-base paints, Pabco inlaid linoleum tile, Romany ceramic tile, Eastern Wood Product kitchen cabinets, Hart & Cooley registers and grills, Corbin hardware, Minneapolis-Honeywell heating controls, and Morgan Tee-Cor flush doors.

Two salesmen were kept at each model home on Saturdays and Sundays and three were kept in the sales office (set up in the \$10,500 house). During the week the salesmen were put on a shift basis to keep proper staffing during rush periods.

The usual directional and display signs were used on adjacent roads and highways as well as on the property itself. Three policemen were employed each Sunday to keep traffic moving.

It was originally planned to use hardtop walks and drives to overcome the early thaw, but it was impossible to get macadam so crushed stone was used to good advantage. Viewers were able to travel through the area without getting mired in the mud.

Actual construction of the project began early in May, with the first houses due to be completed this month and the remainder to be finished by the original January 1, 1956 completion date.

DON METZ of Bellflower, California, whose Aldon Construction Company built more than 4,000 houses last year, puts it this way:

"There are good and bad salesmen. Multiple selling under the VA program is the easiest kind of selling — but a good man will always outsell one who is inferior."

Most real estate executives agree that selling houses in a tract, on a no-money-down basis, is the easiest kind of selling. But it is also true that many real estate salesmen whose experience has been largely confined to conventional selling have difficulty making the switch to multiple selling techniques.

Although William Levitt — the nation's leading home builder last year with a production of 4,900 houses — takes the view that revealing his multiple selling techniques is akin to Macy's telling its secrets to Gimbel's, many large volume builders speak their minds readily.

Ray Cherry, of the Hadley-Cherry Company of Los Angeles, says that the salesmen doing multiple selling must have "a definite knowledge of terms, qualifying and escrow procedures" which are "not usually required in conventional selling."

Tract selling is highly specialized, as Richard S. Diller of Diller-Kalsman in Beverly Hills puts it. Diller doesn't think one salesman can successfully do both conventional and multiple selling.

C. W. Olmo, sales manager for Andy Oddstad's "Homes By Sterling" in Redwood City, California, says, "conventional selling techniques do not apply to multiple selling, and no interchange of the two functions is practical."

Walter W. Mansfield, sales agent for the Grandview Building Company of Beverly Hills, California, disagrees in part. "The salesman can do both, but the percentage of real estate men who are moderately successful in both fields is about 5%."

Michael Dichter, sales manager of the F&S Construction Company (which built almost 2,900 houses last year and plans to build about 5,500 this year in various states), says that "the basic difference between multiple selling and conventional selling is simply that the latter is usually a pressure job with details changing on each individual sale. Multiple selling, however, is entirely different in that it requires, from our view-

Can Your Salesmen

Do *Multiple Selling?*

To be successful at multiple selling requires specialized training that many salesmen lack. It is "easy" selling, but it presents many problems that don't arise in conventional selling. Here some of the nation's largest builders and their sales agents give their ideas on what it takes to be successful at multiple selling, and how they train their salesmen.

point, a complete knowledge of the construction of the house in detail — the kind of lumber used, type of furnace, and the reasons for it, the selling of a floor plan for convenience and a general knowledge of the company building the homes.

"Selling multiple or tract homes can be likened to selling refrigerators or automobiles, which is in itself an entirely different concept from selling real estate in parcels."

Although the majority of large-scale developers or their sales agents hire men with real estate backgrounds, the peculiar nature

of multiple selling sometimes makes such a background a handicap, unless the salesmen can adjust themselves to it.

Walter W. Mansfield, sales agent for the Grandview Building Company of Beverly Hills, California, says that "most salesmen are hired after they have completed a course necessary under the California laws, and we prefer to train them in our own operation for the following reasons:

"An experienced broker or real estate man, with a background of conventional selling where most of the financing was done on a

What Your Salesmen Must Know

About *Multiple Selling*:

- 1) Have a thorough background in the individual project, which means a detailed knowledge of the features, construction and general area where the houses are located.
- 2) Know in detail the financing that is available, and what the loan requirements are. Being a master in qualifying prospects for loans is essential.
- 3) Know the material you make available to them, and know it so well they don't have to fall back on their imagination to make a sale.
- 4) Know how to gain the confidence of prospects by good personal appearance, manner, patience and willingness to be of help.

'guess' basis, did not know the lending value on individual pieces of property. He would not put enough effort into obtaining this information, so actually our experience has proven that new salesmen in the business prove far more satisfactory when educated to our own methods."

"Educating the salesmen to your own methods" is generally the key to successful multiple selling. Training courses, with careful instruction at the site, and a particularly thorough grounding in the financing procedures involved, seems to be essential.

Qualifying techniques, explained in detail along with the mortgage terms available, are of prime importance in tract selling where disqualifications can be costly.

Says Mansfield, "Multiple selling under our set-up means that we know in advance the selling price of each unit, and the maximum downpayment required, both on VA and conventional loans. We also receive from the lending institutions their requirements as to income and general qualifications. These requirements we break down into categories based on the hourly, weekly, or monthly income of the buyer. These are checked thoroughly, and each salesman can determine in advance whether or not a prospective buyer will qualify under the formula set up. If they follow this formula, allowing for the usual discrepancies given by prospective purchasers, the disqualifications average about 2½%.

"Conventional selling usually pertains to older homes or residences where conventional loans fluctuate in certain districts and have a standard valuation. This makes it necessary for salesmen to acquire accurate knowledge as to the amount loaned, both maximum and minimum. In this way they are able to determine the amount of the loan that can be placed on each individual unit. The rate of interest will also depend, in many cases, on the qualifications of the prospective buyer, and his ability to pay is an item that is foremost in the minds of most large lending institutions."

Dichter says that "our sales people are compensated on a salary basis plus bonus which guarantees them an adequate yearly wage plus, of course, the bonus. This makes for little turnover."

With multiple selling frequently involving much less actual work on the part of the salesmen,

such plans are coming to be more common. Only seldom do companies pay their salesmen straight commissions for such work.

"A salesman who is usually successful in multiple selling is one who studies the city or locale where a project is located," says Mansfield. "He gives the prospective buyer a clear picture of all the advantages such as schools, churches, transportation, parks, recreation, tax and fire insurance rates, plus a general idea of employment advantages.

"We supply them with all of this information, besides using it constantly in our advertising. Since we are quality builders we use what is known as the 'X-Ray' display showing products and workmanship. Salesmen are chosen first by their personal appearance, and by their ability to create in the buyer a feeling of confidence and honesty, and by displaying patience. They must remember that young families buying homes are not too well informed as to what goes into a home or the financing generally. By creating confidence there are many ways in which the salesman can help them, rectifying or adjusting some of their problems and making them eligible to purchase.

Cherry says that the biggest problem is "sales training," and has a salaried sales manager responsible for providing it as well as determining loan problems and pay-offs.

Metz says that "qualifying techniques" are the number one problem, which is, of course, an integral part of sales training. His rigid training program is designed to minimize the salesman's inclination to "take a chance" because of his anxiety to make a sale, and "stretching" the buyer's qualifications in order to do so.

Mansfield says the problem is getting the salesmen to use properly the information supplied to them. "Giving a vague answer or adding some fabrication to the buyer's questions, which must eventually become known to them, usually offsets the actual facts and causes the buyers to hesitate — and, in many cases, go somewhere else to buy."

"Reviewing applications after salesmen have taken them, especially where buyers have been disqualified, is the only possible method by which we can know how each salesman is using the rules laid down for him, as well as giving us a chance to correct him."

Give Kitchen Design The Thought It Deserves

MUCH of what's written on kitchen planning today — and there's lots of it — talks only about certain "magic" shapes of kitchens, designated by letters of the alphabet. That's fine as far as it goes, but such a technique reduces this all-important area of home design to much too simple terms.

The result has been that too many home builders think all they need to do is put in a sink, refrigerator and range and arrange them according to the wall space available and they have a scientifically planned kitchen. After all, it fits one of the magic letters.

Sales minded real estate executives are going much further in their kitchen planning. They know the power of a thoroughly engineered kitchen in effecting a sale. They know the long-term satisfaction that will result among their home buyers. And they know that what buyers want is the most important single influence in selecting kitchen equipment.

One of the most comprehensive projects in kitchen planning is being sponsored by Cornell University. The advanced thinking behind the Cornell research kitchen can help guide you in planning your kitchens. Its highlights are described in the following article by the director of housing research at Cornell, leader of the kitchen project.

Kitchen Layout Studies

POSSIBLY no other area of the house has been given so much attention as the kitchen. Until a few years ago, most research in kitchen design and planning was undertaken in the field of home economics, and it was primarily concerned with making the kitchen — its equipment and cabinets and their arrangement — more efficient for the average homemaker. Despite this research, placement of conventional equipment was usually dictated by the physical characteristics of the room. In manufacturing the equipment and the cabinets, industry was generally most concerned with easing the problems of production and marketing.

Kitchen research at Cornell University has drawn heavily upon the work that has gone before, but has gone beyond it by taking into account both the *human* and *technological* aspects of kitchen design and planning. The research was carried on by a variety of departments. Throughout there was integrated effort and a real sharing of responsibility among home economists, social psychologists, engineers and architects. It was felt that each field could definitely contribute to the design and planning of kitchens and, even more important, that their contributions would be most significant if they all worked together.

Human Requirements in Kitchen Planning

All the places where people spend their time — whether a business office, a railroad coach, or a kitchen — have an important degree of socio-psychological significance. That is, the materials, objects, and myriad details of organization involved in these places are in direct relation to the degree of satisfaction that one can get from them.

This is at least one reason why a kitchen should be planned so that the psychological reactions of the homemaker are favorable to it. The physical elements — color, light, texture, surfaces and so on — in a kitchen should be combined and organized in such a way as to give her the greatest possible satisfaction.

The visual appeal of a kitchen, for example, will do much to lighten the tasks performed there. Ample daylight or artificial lighting tend to make a room more agreeable and attractive. Built-in appliances and equipment, with continuous lines and surfaces wherever feasible, suggest ease of movement. Large windows tend to "draw in" outdoor space and make the room seem more spacious.

Some materials are more satisfying to the sense of touch, some are more sound-deadening than others. Some colors please; others irritate. The smell of a

By GLENN H. BEYER

Professor of Housing and Design
and Director of the Housing Research Center
Cornell University

A host of details comprise the well-planned kitchen, and all must be skillfully coordinated. Here are some of the features of the Cornell University Research Kitchen:

- Contains four work centers — sink, range, mix, serve
- Units can be rearranged as homemaker desires
- All units fit in a compact 8x12-foot kitchen
- Colors are selected for best psychological effect
- Cornice lighting is over every work center
- Counter heights are adjustable to homemaker's height
- Storage is arranged at point of first use
- Each work center has its own counter height
- Homemaker can sit down at the sink
- Doors swing open and disappear in center compartment
- Other features: waist level oven and refrigerator, surface burners, swing-out waste containers, place for television set above wall oven.



One of several arrangements possible with the Cornell Kitchen is the island layout. Range and serve centers for the island; sink center is at the right; refrigerator, mix center and planning desk are in the background.



With lighting built into the upper valences, each center has adequate lighting in the cabinets and on the counter top. This view shows an "L" shape. Each of the four major centers is contained in a movable unit which can be moved at will.

good meal cooking is pleasant but some cooking odors are offensive and should be removed.

In other words, in planning a kitchen to meet human requirements, consideration of visual, auditory, olfactory and tactile impressions is vital. Human requirements also indicate that no one kitchen arrangement would probably ever satisfy all homemakers. For example, there is considerable evidence that some families will be most concerned with efficiency and physical convenience, others may want the social prestige of a fairly elaborate kitchen or a kitchen that is as attractive as possible, and still others may want a kitchen that is the center for family life. Therefore, it would not be correct to assume that a "U" kitchen, an "L" kitchen, or any other standard arrangement would be satisfactory for most families. While all women probably want a degree of convenience, these studies imply that flexibility and adaptability are of first concern.

There is still another important factor — that of meeting the requirements set by differences in women's physical characteristics. When a particular kitchen layout is planned, it should be adapted to the woman who will be working in it. This means that each of the counter working surfaces should be built at a comfortable height for her. Upper shelves for supplies in daily use should be within easy reach and lower shelves should not be so low that she has to stoop far down. All shelves should be designed so that everything on them is most accessible. Safety features are important too. Sharp corners and exposed handles should be avoided; there should be safety catches on doors and drawers to limit the exploratory activities of young children; and control knobs should be out of children's reach. These are all considerations that affect the family's emotional as well as physical well-being.

Suggestions For Arrangement

A second important factor in kitchen planning is that of arrangement. Research has shown that certain relations between different areas of a kitchen can guide the location of cabinets when the kitchen is planned. These relationships are as follows:

Relationship of Sink, the area used most often, to other areas:

- Proximity to range is of first importance
- Proximity to mix is of second importance

Proximity to refrigerator and serve centers is of third importance

Relationship of Range, the area used next most often, to other areas:

Proximity to sink of first importance

Relationship of Mix, ranking third in use, to other areas:

Proximity to sink of first importance

Proximity to refrigerator and range of second importance

Relationship of Refrigerator, ranking fourth in use, to other areas:

Proximity to mix and sink of first importance

Proximity to range of next importance

Relationship of Serve Center, also fourth in use, to other areas:

Proximity to sink of first importance

Proximity to range of second importance

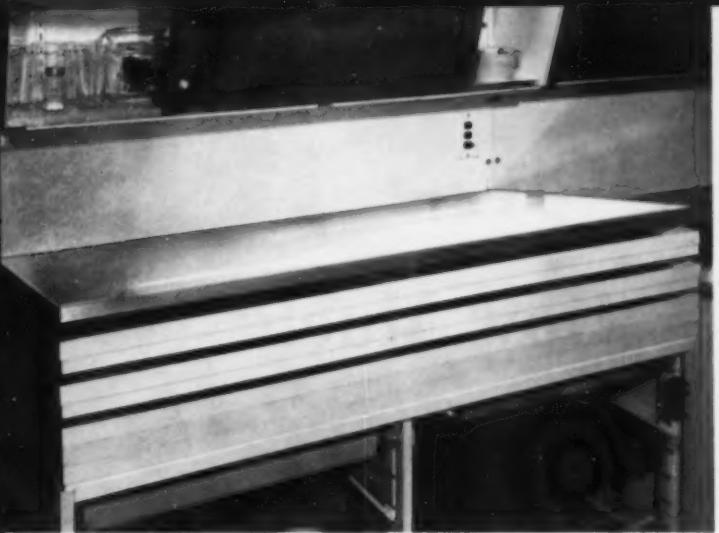
It has been found that trips can be eliminated and travel distances in a kitchen considerably reduced if areas between which there is a great deal of movement are placed end-to-end or at right-angles to each other. The right-angle arrangement suggests that there are advantages to a U-shaped kitchen, but this arrangement has disadvantages when space is desired for extra furniture, for more than one worker, or for a play area for young children. Shorter distances are frequently traveled when trips can be made directly across to an island, of course, than when they are made to another cabinet placed at right angles.

Technological Aspects of Planning

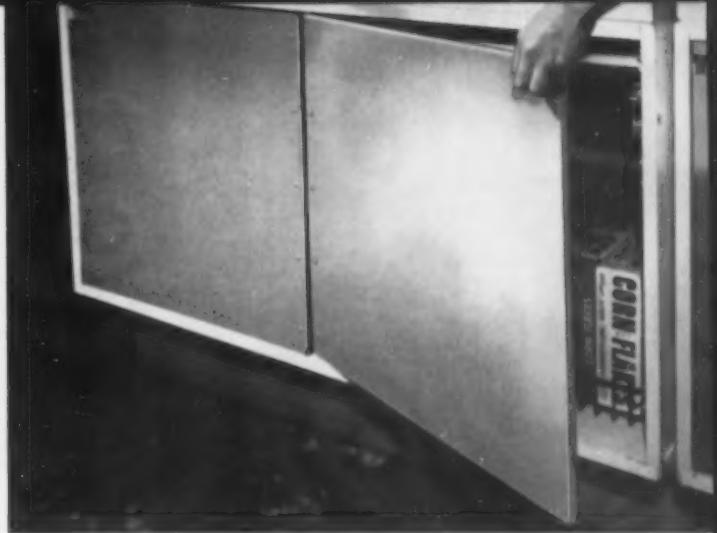
No structure, whether it is a kitchen cabinet or something else, can be successful if its components are not harmoniously related. Materials, craftsmanship, and design all play a part. The human purpose for which materials are to be used strongly conditions their selection. The function to be served conditions the design, and craftsmanship is necessary to carry out the designs.

The Work Center Concept

In the recent Cornell University research, human requirements were taken account of by the conception of a kitchen as a series of work centers. That is, kitchen planning was approached in terms of the major centers of activity. Such a conception, which



This view shows how the aluminum vertical spacers are stacked, permitting counter heights to be adjusted to proper level for any woman. Also, the heights can be adjusted according to the type of activity at the particular work center.



Cornell researchers invented a new type of door for the base cabinets. It opens out and then slides into a pocket in the center of the cabinet when the homemaker wishes to get at supplies. Recessed "handle" at upper corner eliminates stooping.

grew out of a great deal of research data from many sources, suggests various possibilities for the design of kitchen cabinets. For one thing, it makes it possible to carry out the principle of storage *at the point of first use*, one of the most important principles to be followed in designing storage space.

The "work center" concept means, in effect, that there is a single station in the kitchen for each of the basic jobs performed there: the mix, sink, range and serve operations. The cabinet, or cabinets, at each station will be as complete as possible for the purpose they are to serve. Each station will be equipped in four fundamental ways. It will have 1) storage space for groceries, pots, pans, utensils and so on that are used at the center, 2) counter space, 3) major and minor appliances and 4) lighting.

The Cornell Kitchen was designed according to this concept. It is made up of four basic cabinets, one for each work center, and of auxiliary oven and refrigerator units that are kept separate because of their size. Lighting, ventilating fan, electrical wiring outlets, sink, dishwasher (optional), refrigerator, oven, and range burners are all built in. Various interchangeable accessories such as the flour and sugar bins, bread box, pull-out chopping and lap boards and paper and towel holders are also built in. Waste basket, wet garbage, and tin can and bottle receptacles, are an integral part of the sink center.

The individual centers have only to be assembled and moved into the desired kitchen arrangement. The work centers do not depend on the kitchen walls for support, and both upper and base cabinets are demountable. Two sizes of the tapered upper cabinets are interchangeable at any of the four work centers and may be inverted to form a variety of styles and to satisfy differences in storage space requirements.

In the mix center is storage for packages, spices, flavoring, pans, bottles, grinders, etc. The work top can be lowered to 32 inches, a better height for the average 5'4" woman for beating, mixing and chopping than the standard 36 inches.

The refrigerator center has storage space top and bottom. It is of a new horizontal design permitting installation of freezer chest below. It is adjustable to waist height and has the same type of convenient pull-out shelves used throughout the kitchen.

The oven center has a thoroughly insulated built-

in appliance adjustable to a comfortable working height. There is storage space at top and bottom for miscellaneous out-size items.

The sink center, where the average woman spends the most time, has knee space so that she can sit down. The left side has a built-in dishwasher; right side a swing-out shelf with trash cans. Low storage bins across the back hold paper towels, can opener, soap and detergents, onions, potatoes, etc.

The range center has four burners and controls set into the countertop, with removable grease pans underneath. The base cabinets have slideout, rubber-coated trays for pots and pans, of the same type and dimensions as contained in other base cabinets. Upper cabinets hold such items as cooking cereals, spices, coffee pot, small tools, salt, pepper and so on.

The serve center provides storage space for china, glassware, silverware, table linen, cookies, preserves, and dry cereal. Counter space is available for preparing items for serving to the dining area.

All pull-out wire trays, solid trays and lap boards in the base cabinet are adjustable vertically and also interchangeable among the various centers. There are no stationary shelves in the base cabinets. Toe space of eight inches is provided under all cabinets to prevent storage of items below that point — which would require excessive stooping.

The cutting board, which can be inserted in any of the centers, pulls out for slicing, chopping and cutting the ingredients needed at the range. A similar pull-out board in the serve center can be used as a kitchen planning desk.

All counters can be adjusted to the housewife's height by adding or subtracting unique spacers. Sloping cupboards let the light from the fixture in the valance fall on the entire work counter.

A new type door opens out and then disappears into a "pocket" in the center of the base cabinet in an out-of-way position, making it easier for the housewife to get at supplies stored in the cabinets.

The serve center's highest shelf is never over 74 inches from the floor permitting the average homemaker of 5'4" to easily reach the shelf.

*Adapted from a paper given by Professor Beyer before an engineering group in Cleveland. More information is available from the Mailing Room, Stone Hall, Cornell University, Ithaca, New York. Ask for the booklet, "The Cornell Kitchen — Product Design Through Research," available for \$1.



This kitchen is in a project of houses priced from \$13,000 to \$14,000 in an Indiana city. Here the builder met the minimum demand of his buyers. Extra features should be added in a kitchen according to the price of the houses and tastes of the public.

How Much Kitchen?

By M. L. ONDO

General Manager of Sales
Youngstown Kitchens

Find out the minimum kitchen demands from prospects in your area — then add all the advantages you can as extra sales features. Tastes vary in different cities so plan for your particular area.

IT's about time we quit trying to reduce kitchen areas and equipment to mathematical certainties. The only formula for kitchens that should apply, the only formula that has ever applied, is "please the customer."

Isn't that the way you plan the houses you build? What difference does it make to you if the buyers in your territory want a mink-lined, 40-foot utility room? If they want it, and will pay for it, you'll give it to them. There's no formula except what the customer demands. It's that simple.

You have to put kitchens in your homes, good kitchens, because today's buyers demand them. Surveys show kitchens are the biggest single influencing factor in home sales. It used to be recreation rooms; for a while it was closet space; more recently bathrooms held the number one spot. Now kitchens are out in front.

Much of this change can be attributed to the large consumer

magazines. Ever since the war, they've been boasting better kitchen planning and decorating. Hardly a month goes by that *Ladies Home Journal*, *McCall's*, *Woman's Home Companion*, *Better Homes and Gardens*, or one of the other top magazines doesn't have some feature on kitchens. And they do an excellent job of whetting consumer appetites for more kitchen advantages.

But let's face it. Most of the magazine-type kitchens are beyond the means of the average consumer and the scope of the average builder.

From our experience, I don't really believe most people expect grandiose, high-style kitchens costing thousands of dollars. However, they do expect some of the work-saving features of those kitchens. And they can have many of them — the built-ins, the long-life finishes, rotary shelves, dishwashers, disposers, etc. — because mass-production methods have been ap-

plied to cut costs.

So the field of kitchen planning is wide open. But the question is still asked — how much kitchen should we put in a new house for the best merchandising result?

The simple approach is, again, pleasing the customer. There are, however, two facets which must be considered, if the most effective results are to be obtained.

First you must determine what the customer wants at the minimum. This may seem obvious and academic, but it's surprising how few builders really know the answer. Ideally, to find out, you should survey your own market. Don't depend on the results of a survey by Joe Doaks in Podunk, because people's tastes vary widely, as does their ability to buy. Therefore, you must find out what prospects in your area and price class are demanding as a minimum. This is the only true yardstick upon which builder kitchens can be measured. This is the basis

used to establish a springboard.

I say "springboard" for obvious reasons. A bare minimum of anything isn't enough in the 1955 market. Housing starts would never stay above a million a year if builders merely put up a minimum of four walls, containing a bathroom and heating plant. To keep sales rolling, more is needed. So it is with the kitchen. But what do you add? That's the second phase of pleasing the customer, and here's a rule-of-thumb set of questions.

After determining the minimum kitchen demands of your market, ask yourself:

1) Is the kitchen on a par or better than my competitors?

2) Will it be up to date five to ten years from now? (That is, does it have the features — built-ins,

dishwasher, disposer, vent hood, etc. — that are starting trends now and will be considered necessities in a few years?)

3) Is there enough storage space for the size family that will conceivably live in the house?

4) Are the cabinets easy to maintain? (In other words, are the surfaces easily cleaned; will the units take constant use without need of frequent repair and repaint jobs?)

5) If the cabinets are in color, is it a lasting color rather than one of the seasonal fads?

You may not be able to say "yes" to all five of these questions. But the more you can answer in the affirmative, the more sales features your kitchen (and thus your house) has to offer. The more yeses, the easier your selling job.

Remember that the average retailer does 70% of his business on 30% of his stock. His emphasis, therefore, is on the faster selling, bigger-appeal items. The same attitude is adopted by the best home merchandisers. They know the kitchen is a strong sales feature of their homes. Therefore, they emphasize the kitchen. They survey the minimum demands of customers in their market; then they add all the advantages they can as extra sales features.

Don't worry about the ivory tower planners, the rule-book boys, the complex approaches of the self-styled experts. Plan your kitchens to please your particular customers, in your particular area, for now and the years to come. This is your best assurance of successful selling in today's market.

For Space-Saving Convenience . . .

The Packaged Kitchen

WHEN you're remodeling older houses into income producing apartments or seeking ideas for increasing the rentability of apartments you now manage, look to the packaged kitchen. Small, compact, and highly adaptable, these units can add appeal and convenience to an apartment.

The packaged kitchen is usually installed into a wall recess and thus does not take away space for the main living area. When not in use, the unit can be screened from view by a variety of attractive doors and partitions.

PHOTOS COURTESY OF DRYER KITCHENS



Packaged kitchen unit of a remodeled apartment. Matching mirrored doors provide unusual concealment for the kitchen. Units have porcelain finish for long wear and ease of cleaning.

The kitchen-dining alcove of a three room apartment. When not in use the kitchen is concealed behind the jack-knife type door. Kitchen and bath are back to back to cut plumbing costs.

How to Make Demonstration

Are you seeking a gem of a house that will make prospects gasp and say, "Let's move right in!" You can get that kind of response with tasteful furnishings in your demonstration houses. Here's the "how to" of achieving that good taste, in the words of an experienced decorator.



AMERICAN KITCHENS PHOTOGRAPH

Gay color scheme for a kitchen is shown here. Miss West started her color with cabinets in birch, copper and steel as the basic scheme. Walls are black, coppertone, white and lime harlequin design. Floor is lime linoleum.

Every piece of furniture has a special purpose in this compact, 12x16-foot living room. The room appears much larger than it really is. The three-seater sofa doubles as a bed. Its low, open appearance and the other light-scaled furniture add space.



REALTORS and builders cannot decorate demonstration houses themselves, and they are the first to admit it. What they have in mind is a "gem of a house" that will induce everyone who sees it to want it.

As a well-known pioneer in the model home field said to me several years ago, "I haven't the faintest idea how to accomplish this, all I know is that when customers walk in, I want them to gasp and say: 'Let's move right in'!"

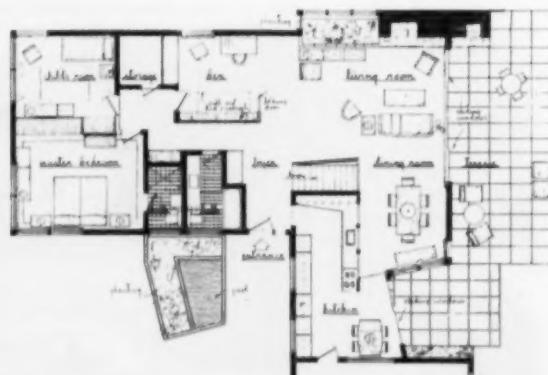
Wise furnishing and decorating — by a professional — is the answer. The *why* and *how* of it are brought out by typical questions builders ask me:

Why decorate?

Because a furnished model house is one of the least expensive and most effective forms of advertising. Skillful decorating makes small rooms look larger, makes any room more desirable, and shows how the home will look under actual living conditions.

Should I use a decorator?

Yes — she will have professional answers to problems of resources, scale, delivery, costs, and besides



First step in achieving tasteful decorating and furnishing is giving your decorator an accurate floor plan. Miss West states it's far easier to move a sofa on paper than in a model house.

Houses Pay

By BEATRICE WEST, A.I.D.



Your decorator can bring you some excellent publicity, if you can get your TV or radio station to cooperate. Here, the author (center) appears on a Wilmington, Delaware telecast for Lee & Kornreich Builders to discuss model homes' color schemes and show photographs.

this a good sense of color, style and merchandise. If any one factor will make a model house attractive, it's *color*. Give your decorator an accurate floor plan and enough time to do an expert job: about eight weeks. Suggest that she work with merchandise that is well represented in the magazines, for 1) it is likely to be available locally, and 2) it can lead to excellent local publicity for your model home.

How can you make decorating costs pay?

In houses sold! The model house draws the crowd, and where there's a crowd your sales-potential skyrockets. A well-decorated model house is your own "display window" that shows your "wares" to best advantage. For example, last Fall in a new housing development in Delaware, houses were slow in selling. We decorated a model home and showed the exterior and interior views in a TV interview. (See photograph.) Result: The next day 30 houses were sold. Judge for yourself if the builder felt his decorating expense paid out!

How much shall I spend for furnishing?

There is no general rule. Spend what you can afford, keeping in mind there should be a direct ratio between cost of house and cost of furnishings. Here you must be realistic. If a home buyer is going to spend \$15,000 for a house, his budget might allow as little as one-tenth or as much as one-third of that for furnishings. But no matter what you spend, remember it is possible today to create a colorful, desirable effect for whatever budget you set. With furniture and fabrics, for example, you can get well-designed styles in the medium to low price brackets that will have sound construction, good taste and proportion in keeping with the size of the house. Good color can do a lot to make inexpensive things look better.

How do I decide which styles to use?

There are, of course, regional tastes and style preferences. But, by and large, model homes are designed in the contemporary manner, indicating use of modern furniture. It has many advantages: simple in construction and geometric, following a room's rectangular lines. Thus, it saves space and avoids the curves that may get in the traffic lanes. It is usually light-finished, helping to make a small room look larger. Open construction gives an airy effect to a limited area. And, it is inexpensive.

Sometimes it is useful to add provincial or Colonial touches to modern homes — an old rocker or a bowl and pitcher made into a lamp, or an old bedstead — something that is familiar to the public and will

convince them that their prized possessions will fit well into the new surroundings. It is good decorating to show how "something old and something new" fit together in a modern home.

How do I start a decorating scheme?

First, draw a decorating plan. Put it on paper. Study window and door locations as a preliminary to arranging furniture for proper circulation. Only by using an accurately scaled floor plan and by knowing exact furniture dimensions can you decide with assurance what to put in a room. This saves shoving furniture from one room to another. More important, it prevents the waste expense of buying wrong sizes, styles, patterns and color.

In placing furniture, pay constant attention to circulation lines. Keep it out of the way of normal routes, and avoid forcing people to walk in front of someone sitting in the room.

How to Get Cooperative Merchandising

IN a well-decorated demonstration house, potential homebuyers will find new ideas and new merchandise adaptable to their own uses. And if the merchandise is available locally to them, sales are bound to result, for the furnishings as well as the home.

It can pay dividends, then, to work with a local store on an exclusive basis. This can result in a two-way promotion that will bring about great sales for everyone concerned.

Here are some pointers:

- 1) Select the store you know best.
- 2) With blueprints and scheduled plan in hand, work directly with that store's merchandising, display and advertising personnel.
- 3) Set up a furnishings plan and let your decorator

employ his experience in working it out.

4) Convince the store that your model home, decorated with its merchandise, can be a sales-maker for the store, that the hundreds of people viewing the new home are prospects for the store's furniture, floor and wall coverings, fabrics, lamps, china, linens and accessories. Offer the store the courtesy of a small, neat, prominent sign at the model's entrance saying: "All merchandise shown in Citation Model Home may be purchased at Community Store."

5) Suggest that on opening day the store use window displays: "See this provincial living room at the new Citation Model Home now open . . . with all furnishings from Community Store."

6) Suggest that the store run an ad on opening day: "Visit the new Citation Model Home furnished completely by Community Store." Give them interior and exterior photographs to use in the ads. You might offer to pay half the cost.

7) Stage a preview — on the day before open house. This can be as important as you wish, perhaps a luncheon or cocktail party at the house. Invite press, radio and TV people, local celebrities and officials and your supply people. Have your salesmen and decorator show off the model home and explain its details. Hand complete information on your building program with photographs of the exterior and interior decorating of the Citation House to each press representative.

8) Now you're off to a good start. Your store, newspaper, radio and TV stations are on your bandwagon. People are coming in droves to see your "show window" which is just what your model home is — a chance to see this wonderful new home under actual lived-in conditions. How are you going to handle the crowds . . . with the best sales results and the least damage to your property?

Keep an eye on the kids

Set up a line of march through the house with stanchions and handsome cord — *in* at the front door and *out* at the back.

Have one salesman, at least, with an alternate, on duty at all times to answer questions and to keep an eye on over-eager children. For tiny children it is a good policy to ask parents to hold them. Otherwise, provide a supervised garage playroom or playground.

Have the house clean as a whistle each morning when the door is opened. Nothing is worse than a dusty, dirty look to your house.

Provide a "hi-fi" with music or loudspeaker system with announcements about interesting details of the house to answer people's questions as they go through.

Home-maker's ideas

Keep up public interest in coming to the model home. Send invitations to your garden club and other organizations, with demonstrations of home-making character: how to make slip covers, how to clean a rug, how to set a party table. There are dozens of ways your store or publicity person can help you.

On every event you hold, get the cooperation of your local press. Remember — your goal is to have every single member of your community see what you have to offer in the most up-to-date, practical, appealing way to live, in a house that by its exterior and interior color, its light cheery decorating, its functional home furnishings will be the *best salesman* you ever knew.

Color

Color is everywhere. In planning new houses for sale, you can put color to work as one of your most powerful merchandising tools. It is one of the few areas in house design where the difference in cost between good and bad planning is practically nil.

By W. SHREWSBURY PUSEY

*Color Consultant
Urbana, Illinois*

IN the production of houses, color is too often an afterthought. Even the builder who is conscientious about such hidden construction as studs, rafters and plumbing may be indifferent to color treatments — although *color is what the buyer sees!*

A buyer must assume that construction is sturdy, but he is immediately confronted with the color. From a sales viewpoint then, *color should be given more than superficial attention.*

When a shallow outlook on color exists, perhaps the key is the word "decorate" and the term "interior decorator." To decorate is to "adorn" or "embellish," and the harried builder cannot be blamed for taking "adornment" lightly. Colors selected only because they "look nice" are serving little of their potential function. *Color design and color planning* go beyond mere surface embellishment. Complete planning utilizes the visual effects which color can produce.

Color Should Be Furnished By The Builder

To be successful, color must be as carefully considered as architectural engineering. Color is part of the architecture and should be included when the house is offered for sale. The first and most obvious reason is sales attraction. An unpainted house holds little charm. Painting to the taste of the buyer is a shaky business and the source of much bitter feeling. Colors selected from small chips never seem to look the same on the walls — so repainting is in order. The trial and error method has no place in efficient production. Color concoctions based upon whims and fads are apt to distort the merits of the house. Even if the owner is pleased with the results, other prospective buyers may be frightened away. It is vital to

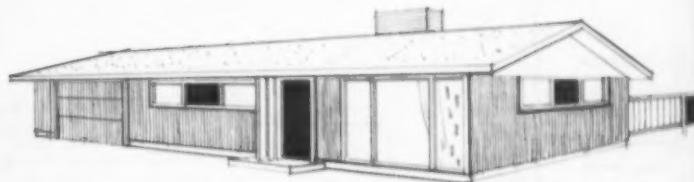


Fig. 1 The front entrance is the focal point of a house. Its color must always attract attention.

is What Your Buyers See

preserve the attractive appearance of houses already sold, because they are advertisements — good or bad — for the builder.

Careful interior color planning will bring out the best in a house, and a well balanced selection of designs will strongly influence the decision to buy.

When it is understood that a house must not only be successful as a unit, but it must take its place with all other units in a development, it is apparent that the *exteriors* must be color-coordinated. It is difficult to imagine prospective occupants of a new development arranging a meeting to see that none of their color ideas conflict. Obviously, the builder must control the colors of roofing, paints, and shingles. The production of logical color designs requires a working knowledge of color principles and how they can be used.

Some Basic Color Principles

- 1) Yellow and red are *warm* colors.
- 2) Blue, blue-violet, and blue-green are *cool* colors.
- 3) Gray may be warm or cool, depending upon the amount of warm or cool color in it.
- 4) A color may be *light* or *dark*. This property is its *value*.
- 5) A color may be bright and intense or soft and grayed. This is its *intensity*.
- 6) Warm, bright colors seem to advance; cool, grayed colors appear to recede.
- 7) A small amount of bright color can balance a large mass of grayed color, and will attract first attention.
- 8) The eye tends to travel from one identical color spot to another.

Selection and Distribution of Color

Color-designing consists of color *selection* and color *distribution* which are of equal importance. Colors are selected and placed because of their ability to achieve the desired visual effect.

How Color Works on the Exterior

When a house is to be color-designed, study the problem and call upon the color principles that apply. Since the entrance is the focal point, its color must attract the most attention — therefore, a bright accent color is used (Fig. 1). The body, trim, and roof colors are less intense, to avoid competing with the entrance. The accent color is repeated in smaller areas on the window panels and again on the fence panel. Because the eye travels from the entrance to these other identical color spots, the house appears wider than it is. By setting the fence panel away

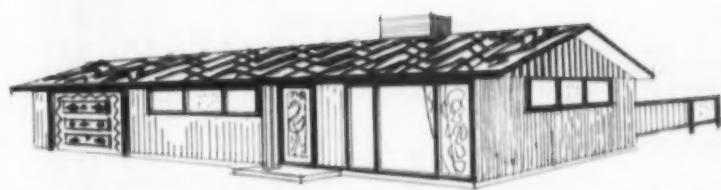


Fig. 2. This house violates the principles shown in Fig. 1. It is architecturally the same house. Color selection is identical, but the distribution of color is different.

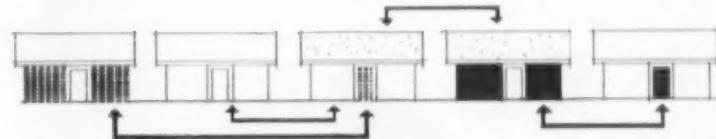


Fig. 3. By using identical color areas, these houses are connected visually with each other. This color bridging gives a visual flow from one house to another.

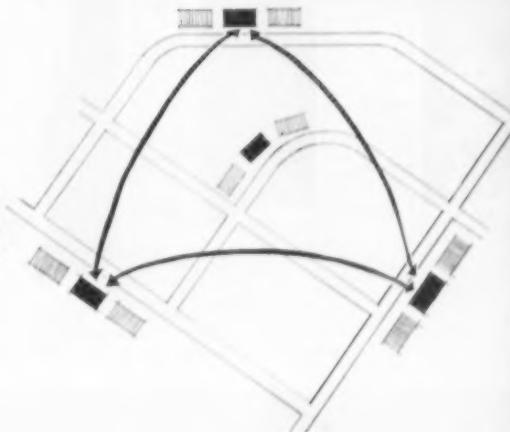


Fig. 4. For effective color bridging, a balance of color should be achieved by even distribution among the lots.

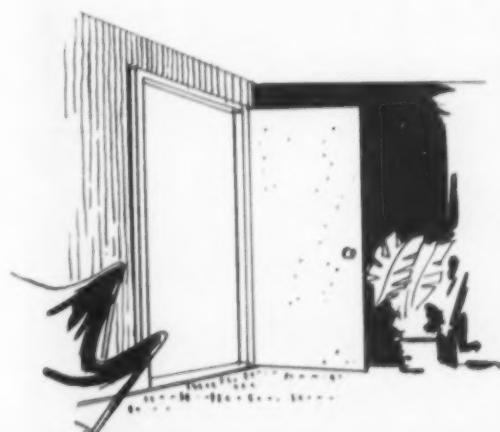


Fig. 5. The front door is the link between inside and outside. It should "color-link" both areas.

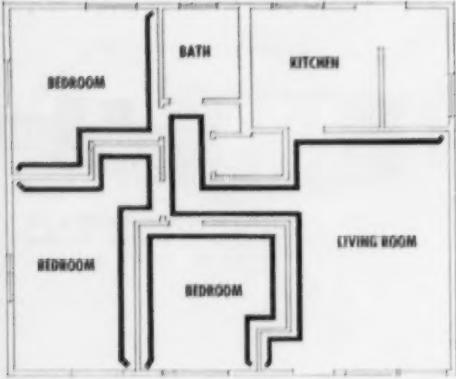


Fig. 6. Color distribution is the first problem on the interior. This shows the "core" system. The heavy lines here indicate walls of core color distribution.

Fig. 7. The core system unifies a house by turning interior partitions into unbroken planes of color. One floor covering also helps unify interiors.

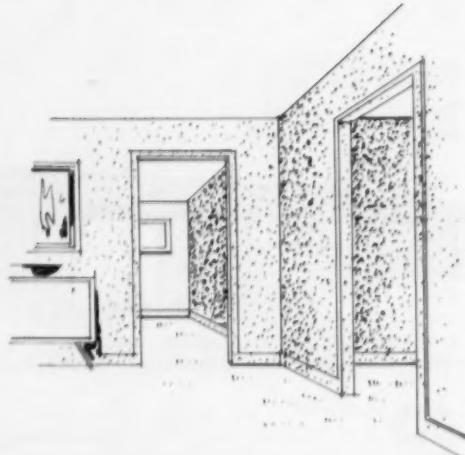


Fig. 8. Giving each room a different color and a different floor covering results in a choppy, cluttered appearance, as shown.

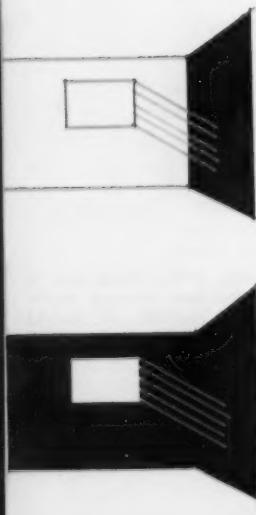
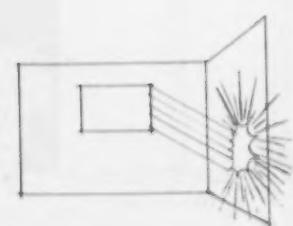


Fig. 9. Core system reduces glare by contrast between wall and window opening.

Fig. 10. Glare by contrast between wall and window opening results from painting all four walls of room a dark color.

Fig. 11. Glare by reflection is caused by using light colors on all four of the walls.



from the house, the visual sweep has been increased, and the illusion of even greater width has been created. These small accents are sufficient to balance the larger, grayer masses. Unbroken areas appear larger than broken areas of the same size, and color is used to unify areas of excessive material changes.

Now examine the house in Fig. 2 which violates the foregoing principles. This house is architecturally identical with Fig. 1. The color *selection* is also identical, thus it can be seen that this is a matter of faulty color *distribution*. Note that the roof attracts too much attention. The entrance loses importance. Bright color on trim causes the eye to follow every board and there is no real focal point.

Again relying upon the principle that the eye follows identical color areas, the houses in Fig. 3 are connected visually with each other. The body of house No. 4 is used as accent color on house No. 5. These two houses are *linked* with color. The body color of house No. 1 is accent color on house No. 3. These houses are *bridged* by color. Color bridging may span three or four houses. Color connection by linking and bridging provides a visual flow from one house to another throughout a development. The result is unity, harmony and interest. Even with a distracting background, color-connected houses compel attention. There must be a balance of color achieved by even distribution on the various lots. A strong body color on one side of the project should be balanced by the identical color on the other side (Fig. 4). Notice, too, that the strong body color is flanked by neutral buffers to prevent violent contrasts.

Coordinating Interior With Exterior

Having set up the exterior color, design the interior to harmonize. The link between outside and inside is the exterior door which opens against interior walls. The color play of door against wall is the viewer's first impression of the interior and should be carefully considered (Fig. 5). At least one exterior color should be repeated on the interior, as a further link to the outside.

How Color Works on the Interior

On the inside, color distribution is the first problem. Fig. 6 shows the "Core System." The heavy line indicates the areas which receive *core color*. These areas include the hall and all *inside walls* of living room and bedrooms. The kitchen, utility room, bathroom and the window walls of living room and bedrooms receive *unit colors*.

Core colors are medium to dark in value and are relatively soft and greyed. *Unit colors* are lighter and brighter.

The first advantage of the core system is that it unifies a house by turning interior partitions into unbroken planes of color. This is accomplished without the monotony of a one-color scheme throughout the house. With the core system, even empty rooms have color interest. Because the eye follows uninterrupted planes of color on walls and ceilings, the distance seems greater and the house larger.

Compare this effect in Fig. 7 to the choppy appearance of Fig. 8, where each room receives a different color. Note, too, how the use of one floor covering in all rooms unifies the house, and how variation in carpeting in Fig. 8 adds to the confusion.

Better natural lighting is effected by painting the window walls light colors. Fig. 9 shows how this

method reduces glare by contrast between wall and window opening. Fig. 9 also shows how glare by reflection is reduced by painting walls receiving direct sunlight a dark, cool color. In Fig. 10 glare by contrast between wall and window opening results from painting all four walls a dark color. In Fig. 11 glare by reflection is caused by using light colors on all four walls.

Except in bathrooms and lavatories all ceilings should be the same color. White ceilings appear higher, give better light balance than colored ceilings. Bathroom and lavatory ceilings should match untiled portions of the walls. This treatment increases the apparent size of a small room. Trim, doors, grills, and electrical outlets should be painted wall color.

The uncluttered walls of Fig. 7 appear larger and less conspicuous than in Fig. 8. Walls are intended to be background for furniture and accessories. For this reason violent patterns should be avoided, especially in small rooms. Certainly the speculative builder should never consider patterned walls since they would surely clash with patterns on furniture and draperies brought in by the buyers.

Color solves many specific problems. Rooms on the north side of a house are more cheerful when treated with "sunshine colors." White fixtures in kitchens and bathrooms are not as cold and forbidding when backed by warm colors; the white fixtures

pick up color reflections. If a hallway is too long and narrow — recall the principle that warm color advances — so paint ends of halls warm colors with side walls a cool color. Similar treatment will lower the ceilings in an old barn-like house. If the room is too short, reverse the procedure.

These are but a few of the possibilities color has to offer. When the need arises to provide more variety on houses, or to overcome architectural weaknesses, consider the most flexible, most logical and least expensive means available — Color.

An Eye to the Future

Everyone who has any sensitivity feels depressed when he enters a city, perhaps by railroad, and sees block after block of drab, sooty warehouses, factory buildings and tenements. Most people are offended, at least subconsciously, by the screaming clutter of honky-tonks, neon signs and clashing store fronts. How much more pleasant and what a source of civic pride, if these blighted areas could be enlivened by coral, turquoise and yellow, and if all storefronts were designed for compatibility. If we never cure what has been done, at least we can see that new construction — residential and commercial — will add no new scars. This opportunity is in the hands of the builder. He can accomplish much with color — not mere decoration accompanied by waving of hands, but a sound design program dictated by logic.

Merchandise Brand Names —

They Point Up Quality

When you use brand name products that are familiar to your prospects you are telling them that here is a "house of quality."

IT MAY SEEM elementary, but one of the best ways to merchandise your houses is to feature in your advertising the brand names of products you have used. When you do this you are taking advantage of the prestige and quality of the manufacturer and capitalizing on a demand created by consumer advertising.

When Walker & Lee, Inc. and Federated Construction Co. were advertising their Bristol Manor, California development they used the brand names as features in their houses. The copy of the ad started out by saying, "Nationally advertised products, names that you'll instantly recognize as being synonymous with quality, have been used throughout our homes." The ad then went on to name the products and point out the features of the house.

The advantages of using brand names in your advertising are many. Use of brand name equipment has come to mean a quality product, especially important now that home buyers are more quality conscious than ever before. Then, too, your customers will more readily accept a known product than one of the so-called "off" brands. When you use name brands you are also in a position to take advantage of the pre-selling of that product through its national consumer advertising.

Instruct your salesmen to talk about the name brands when selling. Your advertising will get prospects to your houses, but it is your salesmen, on the spot, pointing out and explaining the features that will help close the sale.

Here is a quality kitchen loaded with merchandising possibilities. Your prospects will be familiar with the brand name products used in such kitchens. Point them out in your advertising.



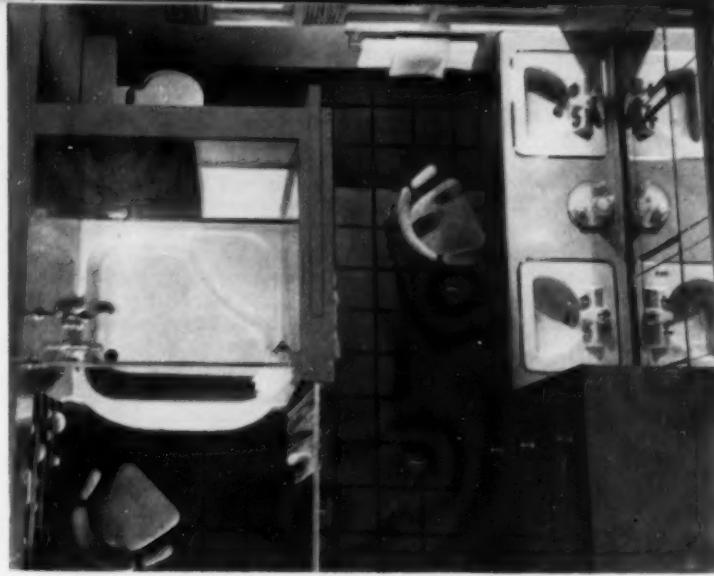
Two Bathrooms

— Key to More Sales

By BASCOM EMERSON

Director

Advertising and Sales Promotion
Briggs Manufacturing Co.



A compartmentalized bath helps prevent that morning rush. In a compact space, this bath has a sliding door to close one compartment, a curtain to close off the shower, plus twin lavatories.

The two bathroom house is becoming less a luxury and more of a necessity. Practical and economical, two baths can add greater appeal and salability to the houses you are building.

ONE of the reasons people will move from apartments or old houses is to get better bathroom facilities. That's why better bathrooms sell houses, a fact proven by many a progressive building and real estate firm. For the slight additional costs involved, better bathrooms can do more than almost anything else to attract prospects and sell homes.

Here's how.

Take color, for instance. It's a fact that color is a must in home interiors. And why stop in the baths — color fixtures are available now for little more than white. New manufacturing techniques have made color available for any style home — it's practically a must for modern attractive bathrooms.

Planning new fixture arrangements can make a bathroom more useful and attractive. And it is possible without expensive plumbing. The tub, for example, can be built in just as attractively on the inside walls as under the window. This enables better positioning of the toilet, and provides more space for the important utility fixture — the lavatory.

Unquestionably, the lavatory can be made more glamorous with a built-in design. Concealed plumbing, utility space, medicine cabinet and towel storage, sit-down vanity and smarter appearance, are just some of the advantages. And the man of the family will

welcome the counter top as much as the woman.

The built-in lavatory offers a real opportunity to introduce a unique shape — or to carry out any special theme from other parts of the house. Everything from straight front designs to kidney shaped contours can be designed and fabricated along with kitchen and dinette tops. Suspended counters with open shelving and storage are another unusual feature. If space permits on the counter top, by all means add a second lavatory. The additional fixture cost is very slight, since the built-in models are about one-third less than the wall models. And that second lavatory in a master bathroom might be the very thing that makes your house a deluxe instead of a standard model!

Compartmentalized bathrooms are quite the vogue in the \$20,000 home. But as far as things that really sell houses, nothing in bathroom design can quite compare with the powerful feature of the *second* bathroom. Two bathrooms can be installed economically with a little planning. Back-to-back bathroom planning — or over-under planning in a two story or split-level house will enable the second bathroom installation with a minimum of plumbing cost. Here it might be noted the cost of a good quality set of fixtures is only about 1% of the cost of the house.

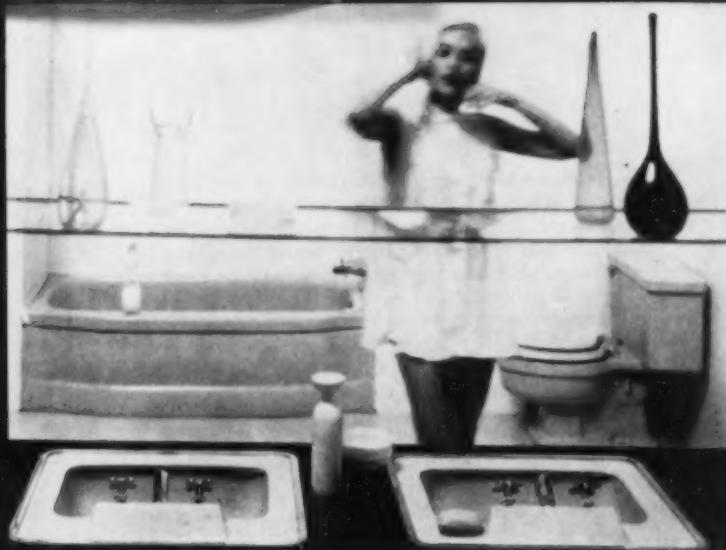
Beyond the second bath feature — in color — there are any number of smart innovations which can make your bathrooms interesting and attractive. The varieties of tile now available offer striking possibilities. Tile producers have coordinated colors and patterns with fixture manufacturers, so that the resulting combinations can be unusually new and beautiful. And there are also other materials in new patterns and textures which can be blended.

The mirror treatment in the bathroom can also be extremely helpful. Of course with built-in lavatory and medicine cabinet, it is possible to add a spacious size mirror, so remember the woman and don't spare the mirror!

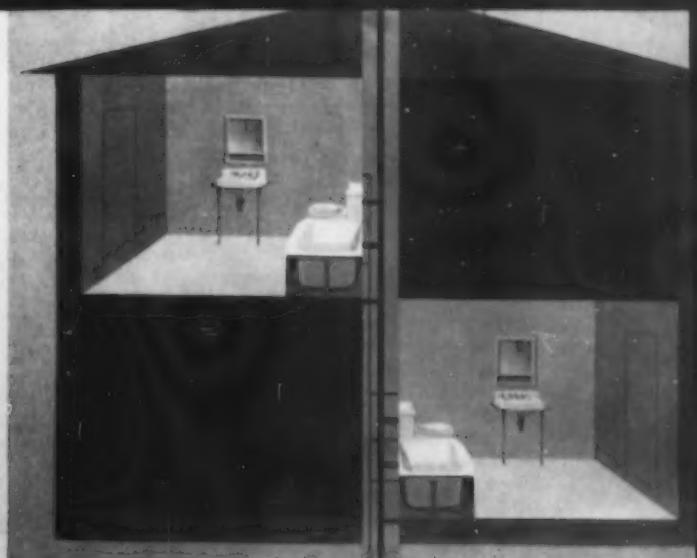
Finally, lighting is important. What a difference an overhead fluorescent light with dropped canopy can make, or fluorescent top wall indirects — especially in an inside bath. Several types of fluorescent tubes are available to create that "luxurious atmosphere" of soft, indirect white light which is so important to bring out the real brilliance and glamor of your color fixtures.

There's an interesting thing about building two beautiful bathrooms into your homes. You don't have to sell your prospects on the bathroom feature. *The reason, of course, is that most of the old houses in America have inadequate or drab bathrooms, and anyone will appreciate adequate and beautiful bath facilities.*

You can build a contemporary exterior, or include a fireplace, or an outdoor barbecue, or awning type windows, or interior brick, or special flooring, or radiant heat,



Twin built-in lavatories in the master bathroom can add a touch of luxury as well as utility. Style of built-in lavatory offers opportunity to carry out design theme of the rest of the house.



Over-under planning for two story or split-level house will enable a second bathroom installation with a minimum of plumbing cost, allow both units to use the same system.

or even extra closets — but the chances are you have to *merchandise* these features as *extras*. And more often than not, you'll run into prospects who may not want certain of these features. But what family will not appreciate a second full bathroom? And what individual — especially a woman — will fail to go for real glamorous bathrooms, with fixtures that are color bright and easy to keep clean? Yes, unquestionably, put-

ting the extras in the bathrooms requires less sales promotion.

There are some tested ways to help your bathroom extras sell for you, however. Identify your fixtures. Women take pride in quality plumbing just like they do an automobile. Be sure your salesmen are briefed on the real utility features of the bathroom interiors, especially the fixtures. If the manufacturer puts in extra sales features in bath fixtures, such as

safety, convenience, ease of cleaning, etc. — merchandise these features with the bath.

One last tip. You can go the other way on bathrooms quite easily. Beware of cheap bath fixtures. Federal Housing Administration and Veterans Administration appraisers are now catching cost differences in cheap fixtures. But in nine out of ten new homes that *sell fast* — the builder has full size — first quality fixtures.

Play Up a Central Theme in Your Merchandising

Manilow Construction Company, Chicago, spotlights colored twin-baths in its projected 678-house development in Highland Park Highlands, Ill.

IN merchandising houses you can do a better job if you can play up one outstanding feature. In the Highland Park Highlands development in Illinois, Manilow Construction Company made twin baths with colored fixtures the theme of its merchandising.

The 678 home project covers 450 acres of rolling, wooded terrain. Of the 75 homes so far completed, 60% are of contemporary design, the remainder are ranch style or split-level.

The houses, priced from \$27,150 to \$33,150, are packed with many sales features in addition to the twin baths. They have birch kitchen cabinets with built-in oven, cooking units and dishwasher, range hood and exhaust fan, year-round air conditioning. All have full basements, some have 1½-car attached garages while

others have a car port.

The bathroom design, styling and equipment are specially noteworthy. Each bath has a glass-enclosed bathtub and shower combination, vanity-type built-in lavatory with a spacious countertop of molded marbleized plastic. The lavatory cabinet has abundant storage below, accessible through sliding doors perforated for ventilation. In one bath, the medicine cabinet is at the left of the mirror and perpendicular to the wall where it doubles as a divider. The baths are lighted with fluorescent ceiling panels, concealed by translucent plastic hoods. The inside bath has power ventilation.

One of the twin baths in the Highland Park Highlands development. Note the counter top lavatory with sliding pegboard panels which enclose storage space below. Tub-shower is glass enclosed.



FAIRLY priced listings are the most desirable and profitable. The thoughts conveyed here are from experience and not theory. I know it is not easy to always get listings at the right price. I am out in the "firing line" every day — right out in the field. A sales manager should be, to understand the problems. Selling sales managers are in a much better position to analyze and answer a problem than a person who sits behind a desk every day. We have an office manager who has responsibility and can handle almost all problems that arise at the office.

We do not set the prices when they are high. The owner usually does. Many home owners think they know as much or more than the agent. We try to sell our ability and knowledge to them. The longer we have been in business, the better off we are in selling

handling. If there are very few duplexes in the area in which you work it is not necessary to have even one duplex listed. But you should have one bungalow, one 1½ story house, one two story house, one three bedroom house, one four bedroom house, etc. Your advertising and promotion of each of these types will give you a constant flow of inquiries and prospects on each type that will enable you to not only show your own listings but all other brokers' as well. There would never be a time when you would not have a property to show a prospect or a prospect to show a property. If you find yourself without any one of the types of homes you are accustomed to selling, list one at any price so that you will be getting inquiries from that type of prospect.

The idea is just this simple — Sales will be made

Selling Real Estate is a Percentage Business

By E. C. SUTTON

Sales Manager
Weaver Brothers, Inc.
Baltimore

You sell a percentage of your prospects and you list a percentage of your selling inquiries, says our author. The important thing is to have an everlasting, continuous stream of both.

knowledge. Be able to show proof with records if differences of opinion arise. When it can be shown in black and white it is fairly conclusive.

Never be in a hurry when listing a house. Remember — the job of listing is a job of selling yourself as well as your company. It takes longer with some people than others. Be prepared to talk not only about real estate, but about baseball, golf, gardening. People love to talk. They like you to be a good listener. Things in common between you and the seller may mean the difference between getting the listing and not getting it. Just remember, you have to sell confidence 100%. There is no in-between. A man is entrusting you with his largest single possession. Life savings can be lost in its mishandling.

If the homeowner is unreasonable in his price, there are only two choices. Either you take it or you don't. Some brokers boastfully say they are not interested in overpriced listings. There is much difference of opinion to such a statement. First of all it depends upon the reason why the person is selling. If it must be sold for one of many reasons, why turn it down. If there is no hurry about selling and the owner is willing to adjust his price periodically, to a minimum, of course, I say take it.

You must consistently have listings of every variety that you as a broker or salesman are interested in

if you have an everlasting flow of *all* types of prospects. The properties are always available either in your own office or that of a competitor.

The seller who must sell and is unreasonable in his price is only fooling himself. I'll list his house and sell two or three other houses off the inquiries and then after many months sell his house too. Have I been foolish? An observation which I have made and which to me is amazing, is that people who should and do know the answers are usually most unreasonable and expect the impossible. The people who don't know and who trust you to guide them are usually always reasonable.

We should not brag or shout or even mention it when we get a big or above market price for a property. Think of how it gets around and what it does to people's minds when other listings in the area are priced. Gossip in the neighborhood, which in many cases is untrue, will inflate actual sales prices considerably in the minds of people. It is at this time you must show proof, in black and white, from any records you can obtain, in order to prove beyond a doubt the real facts and figures.

Every time a builder or developer sells new houses at reasonable prices it puts these new homes in direct competition with all others, both new and used, and tends to set a new pattern of thinking. Gradually all

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other prices must be adjusted accordingly. The new house market must be constantly checked. Make sure you know what your competition is.

Good listings do mean sales. It all depends upon your definition of the word "good." Good does not necessarily mean price. It could also mean well-located, well-planned or near all conveniences. It depends upon *you* as a merchandiser.

Overpriced listings can be analyzed with the listing agent and amazing results obtained. Discuss with him the probable taking price, tell him the type of offer you think you can get. He will discuss these facts with the owner and many times he will get a price reduction, if nothing else. From this you can work toward a new figure and finally close a sale. Most agents in our city are very cooperative. By working together with systems such as the Multiple Listing Bureau, and discussing our problems with each other, we are able to close many sales that would otherwise be unsold.

Good listings also mean complete listings. Too often some of the vital facts are missing. The time necessary to get this information is the type of delay that causes many sales to be lost. The following vital information is left off of many listings:

- 1) When was the house built?
- 2) What contractor built it?
- 3) How many square feet or cubic feet?
- 4) Room dimensions.
- 5) Size of lot.
- 6) Latest taxes.
- 7) Cost of utilities.
- 8) Age of furnace and hot water heater.
- 9) School and church locations.

Use listing blanks large and complete enough to record all these vital facts.

Finally (and I so strongly recommend this that I have purposely left it until last) the real estate business is of necessity arriving at a stage of specialization. It is a practical impossibility for any one person to know all that there is to be known about the entire field of real estate. *Please* — specialize in something. As a broker, I do not recommend the handling of all types of property in the broadest sense. As an agent, and especially in a city of any size, I strongly recommend that you work in some specific section of the city and preferably the section in which you live. It is better for you and for the public to know a "lot about a little" than "a little about a lot." Prospects today expect you to have *all* the answers — and in detail. Even the sellers expect you to know everything that is going on in the area in which they live.

Sell the type of property you really like to sell. Meet the type of people you really like to meet. Don't look at the real estate business as just a job. Look at it as a career and one in which you will derive a great amount of pleasure if you go about it the right way.

Seek listings which are:

- 1) Located in an area which you can cover comfortably, with the least loss of time.
- 2) Priced in a range adapted to your sales personality.
- 3) Within the type of property that *you* sell best.

Selling real estate is a percentage business. You sell a percentage of your prospects and you list a percentage of your selling inquiries. The important thing is to have an everlasting, continuous stream of both.

Product Progress

(Continued from page 14)

You Can Take It With You



8-15

In-Sink-Erator Manufacturing Company, Racine, Wisconsin is introducing its new Telex Deluxe food waste disposer. This disposer has a "telescoping" adjustment that allows the disposer to be moved up or down to fit any plumbing rough-in without changes in existing plumbing. This new feature means that a food waste disposer may now be installed in any home without costly plumbing changes. It makes the disposer ideal for apartments as it may easily be disconnected, like any kitchen appliance.

Rain Caps for Your Chimney

8-16

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"Supposing two homes were built side by side," Curtis asked the real estate men, "the only difference being that one is made of quality building materials and the other inferior materials. 1) At the time of the initial sale, what percentage would the costlier-material home be worth over the home built of inferior materials? And 2) ten years later, how much more would the costlier-material home bring than the home built with inferior materials?"

The real estate man surveyed answered this way: "There is an immediate 10% differential between the home built with quality building materials and the same home built with inferior materials. And after 10 years, this 10% increases to 18%!"

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The Law Says

By GEORGE F. ANDERSON

ONE may have a principle in the bottom of the mind, and one may have it in the top. Many of the principles of real property law that we learned so well in law school, but use so seldom in practice, sink pretty deep down in the bottom of the mind.

If a testator comes into our office, wishing to draw a will, and says "my six-flat building I want to give to my son for his life and when he dies I want it to go to his heirs," we are apt to dictate, "My six-flat building at 5940 Evans Avenue, Chicago, I devise to my son, John, for and during his natural life, and on his death to his heirs at law."

That's almost poetic, but it violates the rule in Shelly's case, and the son gets a fee. We knew that, but it was too deep down in the

bottom of our minds and didn't emerge at the psychological moment. Why when we went to law school, we could recite the rule in Shelly's case like "twinkle, twinkle, little star, how I wonder where you are."

The rule does not apply if the remainder is to the "children" or to the "issue" of the life tenant, but one must be careful not to contradict the word "children" or "issue" in the context of the will because these words can mean "heirs" and this catapults you right into the rule. By this same token the word "heirs" may mean "children" or "issue," which is another thing to guard against.

The rule in Shelly's case is not a rule of construction but is a rule of property law. That is to say it is not a rule that is designed

to arrive at or carry out the intentions of the parties but on the contrary it defeats the intention of the parties. Therefore, the operation of the rule would not be prevented by saying: "The word heirs in this will is used as a word of purchase and not as a word of limitation, and the rule in Shelly's case is not to be operative."

The rule derives its name from the case of Wolfe vs. Shelly Coke Rep. 93b, tried in 1579. The rule did not originate in that case, because it was observed as early as 1365. Shelly's case clinched it and therefore it took this name. It's a feudal rule established to protect the lord in his feudal rights of relief, wardship, marriage, etc., which would be lost if the word "heirs" was a word of purchase. And in back of the rule was also a desire to facilitate alienation of land, and to throw it into the track of commerce one generation sooner, by vesting the inheritance in the ancestor, than if he continued tenant for life, and the heir was declared a purchaser.

In the case of Baker vs. Scott 62 Ill. 86, it was contended that the rule was not the law of this state. I don't see how such a contention could have been made, because we have a statute that "the common law of England, so far as the same is applicable, shall be the rule of decision, and shall be considered in full force until repealed by legislative authority."

In that case the court said: "As we understand, one of the principal reasons for establishing this rule was to prevent the abeyance or suspension of the inheritance. The rule therefore, is only applied to those limitations in which the word "heirs" is used, on account of the maxim that (*nemo est haeres viventis*.)

But the rule does not apply when the words lawful issue, issue, sons or children are used instead of heirs. These words are regarded as words of purchase, and not of limitation, and the ancestor, therefore, would take only a life estate, and his sons or children would take by purchase, for the reason that they are a designation of persons to take originally in their own right. But when the limitation is to the heirs, it is in legal intendment as a class or denomination of persons to take in succession from generation to generation."

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as a homestead and the value of which is \$1,000 or less is void and conveys nothing, *Barrows vs. Barrows* 138 Ill. 649. And, of course, a deed that is defective but acknowledged is regarded as unacknowledged.

A daughter came to me whose father was very ill. She wanted me to prepare a deed to the cottage from her father to her and for her to take it out and have it signed, after which she would bring it back to me to be recorded. I told her I couldn't do that but would have to send a notary public out to the father to take the acknowledgement. She didn't like this and thought I was trying to obtain a larger fee but, when I insisted, she had to consent and I sent out a stenographer, who was a notary public, to take the acknowledgement.

A week later, the father died and a lawyer representing a son walked into my office with a smile on his face. He said, "That deed you prepared is void."

I said, "How come?"

He said, "It was never personally acknowledged before a notary public, you didn't send one out to Morgan Park to take this acknowledgement. The daughter took it out and had it signed and you had your stenographer acknowledge it." I called in the stenographer and told her, "Here is a lawyer who wants to ask you a few questions, answer him fully and conceal nothing," and then I stepped out. In half an hour the lawyer emerged. The smile had left his face and he said, "Well, I'll be doggoned."

Don't be too loose about taking acknowledgements. I don't say that there is never a case where you should not deviate from the straight and narrow but do it as little as possible. *"Hew to the line."*

THE Statute on Distress for Rent requires that a copy of the Distress Warrant and Inventory be filed with the clerk of a court of record "immediately." What does the word "immediately" mean?

In the case of *Schoenfeld vs. Kulwinski*, 197 App. 472, the levy was made January 19, 1915, at 4 p.m. The suit was begun, and a copy of the warrant and inventory filed with the clerk of the Municipal Court before noon January 21, about forty-eight hours after the warrant was levied.

The court said: "In strict construction, the word 'immediately' excludes the lapse of any interval of time, but that is not the meaning of the word used in the statute. The goods must be removed, an inventory prepared and a copy thereof, and of the distress warrant, made and filed with the clerk of the court.

"In the case at bar the distress warrant was levied nearly ten miles from the office of the clerk of the Municipal Court. We think the word 'immediately' as used in

the statute did not require the plaintiff to file the warrant instantly but only required him to act promptly and to file a copy of the warrant and inventory in 'such convenient time as is reasonable requisite for doing the thing'."

If you remember this case, it may save you a damage suit and a heartache, because when you are called upon to levy a distress warrant, you must work fast, and have no time for research or meditation.

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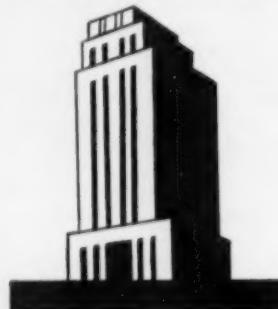
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From Floyd Lowe, president of the California Real Estate Association, comes word that, while young people are not going into real estate as much as they are into other industries, the Bakersfield Board is doing something about the situation. Fourteen members of the board have either their sons or daughters in business with them. The Board has issued a challenge. "Can you top this?"

The United States Chamber of Commerce says that continued public housing will inevitably reduce the incentive for some citizens to try to build their own homes. The Chamber points out that every million tax dollars taken for public housing, makes it that much harder for lower or moderate income families to obtain a home. In a letter to Senator John Sparkman (Dem., Ala.) chairman of a Senate housing subcommittee, the chamber also noted that since World War II, the industry has built enough privately financed dwelling units for one of every five families in the country.

Get ready for the rise of the two-car family. According to L. Walter Lundell, president of Universal C.I.T. Credit Corporation, the number of families having two cars has risen from 1,100,000 in 1948 to 4,500,000 this year. If people start putting two cars in all those two-car garages what's going to happen to all that wonderful storage space for garden hoses, lawnmowers, kids' bicycles, empty paint cans, golf clubs and fishing rods?

It used to be that the sidewalk was stationary and you did the walking. Not anymore! At the air terminal at Love Field, Dallas, Texas a new type of "moving sidewalk" will be installed. The sidewalk will carry passengers and baggage to and from the plane.

Prices of part-time and full-time farms should continue at present levels or increase during the rest of 1955, according to F. W. Baumann, New Ulm, Minnesota, president of NAREB's National Institute of Farm Brokers. In a research report Baumann said that competition from tract builders and industrial expansion have had a strong influence on peripheral land values. Locations convenient to employment and at the same time farmable are becoming increasingly scarce. Part-time farms are described as properties of a few acres near urban areas.

It looks like a lot of wives are going to be urging their husbands on to greater heights, especially if they are entered in the Minneapolis-Honeywell Acapulco Derby. The 25 home builders who win grand prizes in this year's contest will get a nine-day all-expense paid holiday in Mexico for themselves and their wives. The contest is sponsored by Honeywell in cooperation with NAHB to stimulate more effective home merchandising and to expand the "trade-in" home plan.

Leland P. Reeder, an outstanding California Realtor, passed away last month at the age of 64. He had enjoyed a long record of service and leadership in organized real estate, locally and nationally. In 1926 he became president of the real estate company which he and his father founded in 1919. President of the California association in 1942, the Beverly Hills Realtor has also been a vice-president and director of NAREB and for two years was president of his local board. Earlier this summer he attended the International Conference of Real Estate Counselors in Geneva, Switzerland.

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